

The NATIONAL UNDERWRITER

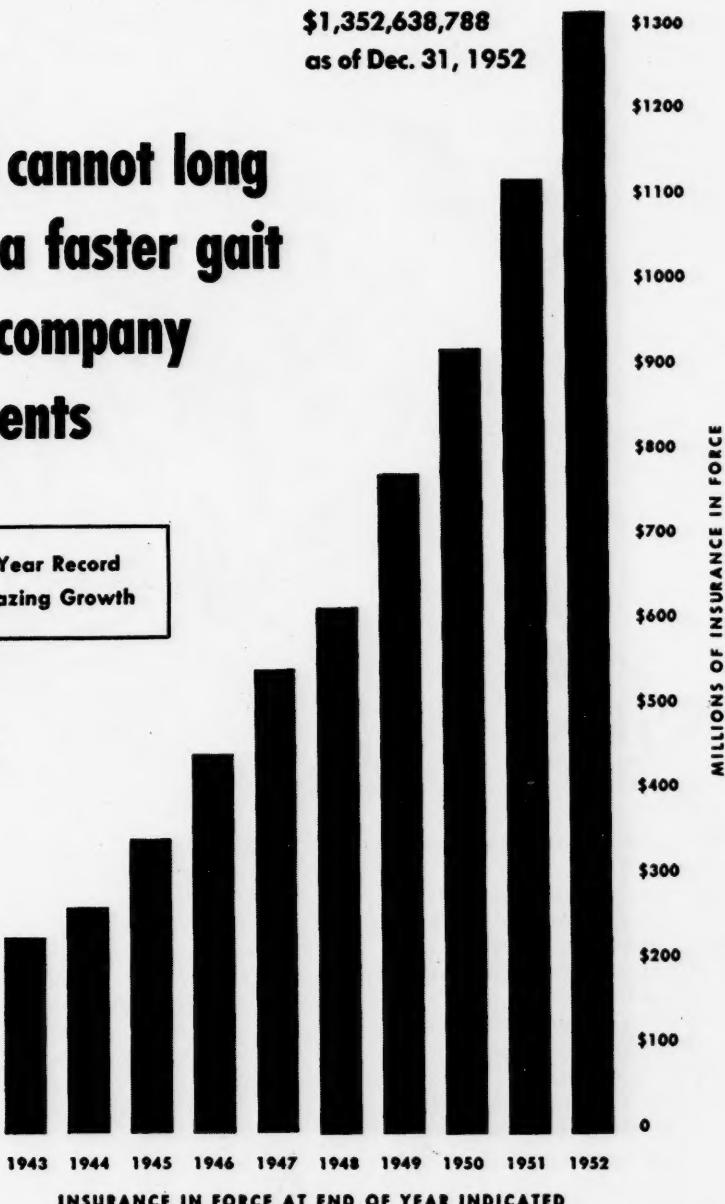
Life Insurance Edition

\$1,352,638,788
as of Dec. 31, 1952

An agent cannot long
travel at a faster gait
than the company
he represents

A Ten Year Record
Of Amazing Growth

\$231,452,672
as of Dec. 31, 1942



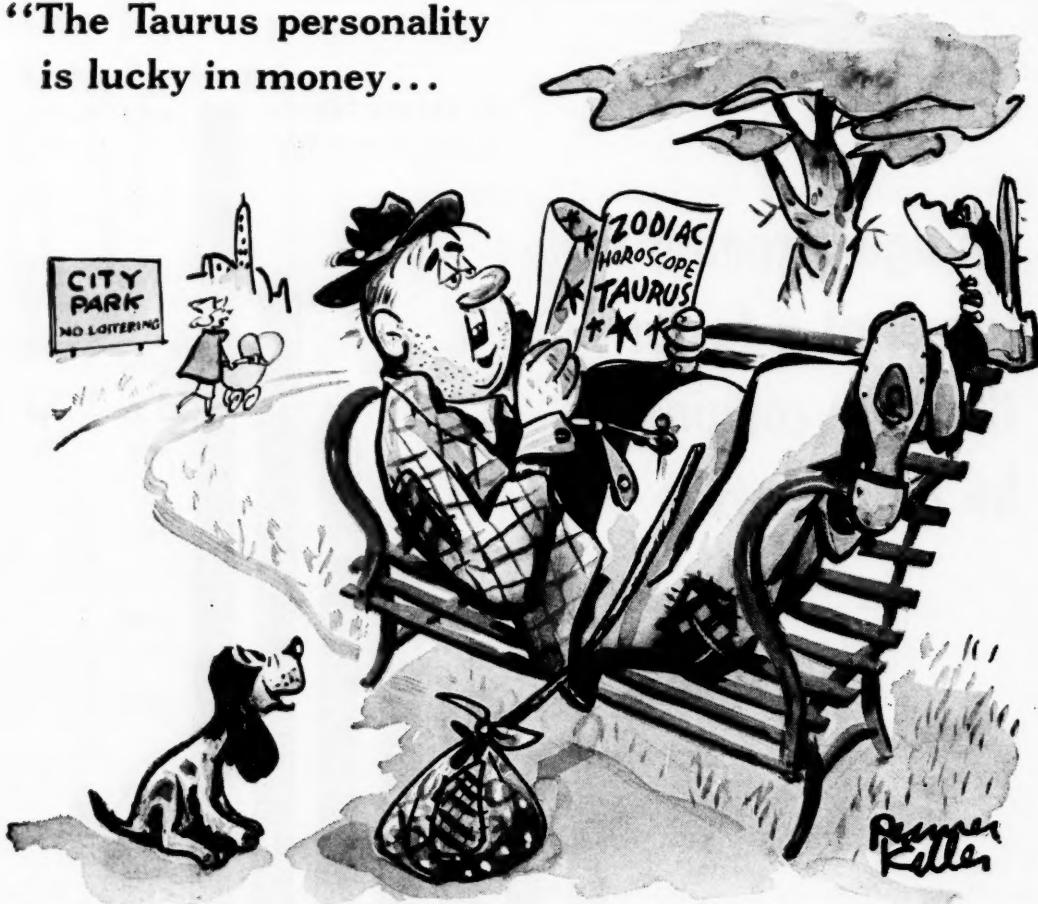
INSURANCE IN FORCE AT END OF YEAR INDICATED



The Friendly
FRANKLIN LIFE INSURANCE COMPANY
CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1844
One of the 15 Oldest Stock Legal Reserve Life Companies in America

FRIDAY, MAY 1, 1953

**"The Taurus personality
is lucky in money..."**



"basically shrewd and has a fine sense of timing. Astrologically speaking, he is best suited for a career in finance and may look forward to a life of ease and luxury." Not *this* Taurus.

Some astrology. Some predicting.

Plain fact, as every life insurance agent knows, is that you can't predict the future. The Union Central agent also knows that you can *prepare* for the future on the basis of what happens to most people and still take care of the exceptions.

Certainly the best preparation is life insurance. And Union Central offers policies and combina-

tions of policies to meet every life insurance need from birth to age 70.

The Union Central agent is also an up-to-the-minute insurance man. The best policy of twenty years ago isn't necessarily the best policy today. Times change. The needs of people change. An alert, cooperative Home Office keeps all Union Central agents fully informed, helps them with the proper policies and sales tools to make Union Central Life insurance serve people best in terms of today's needs—projected reasonably and logically into the future.

THE UNION CENTRAL

LIFE INSURANCE COMPANY



CINCINNATI, OHIO

The NATIONAL UNDERWRITER

The National Newspaper of Life Insurance

57th Year, No. 18
May 1, 1953

Plan for Companies as Members of N.Y. Body Questioned

Reaction Based Solely on Effect on Agents Who Might Claim "Domination"

The proposal of the New York State Assn. of Life Underwriters to open its ranks to companies and industry associations as non-voting members has aroused a sharply negative reaction among some industry leaders who are at the same time more than sympathetic with the state association's need for additional money to carry on its extremely important activities. It has become apparent that the association must find additional sources of revenue if its work is not to suffer.

Memberships for four classes of companies would be established. Those with premium income of more than \$20 million would pay annual dues of \$3,200; \$3 million to \$20 million, \$800 a year dues; below \$3 million, \$100 a year; and those with no field organization \$25 a year.

The constitutional changes would also grant the association's general committee the power to create additional classes of non-voting special memberships and to fix dues for such classes.

Opposition to the proposed move, which will be voted on May 15 at the annual meeting at Syracuse, is solely on the ground that it would give aid and comfort to those who contend that life underwriter associations are company dominated. Nobody who has questioned the plan believes that the companies would dominate the state association even though they'd be paying two-thirds of the freight if they all came in on the scale of dues proposed in the constitutional amendment to be voted on at Syracuse. The point is made, though, that when a single company can deprive the association of as much as \$3,200 a year in annual dues by withdrawing from membership, it is idle to say that because company members won't be voting they won't be at least potentially influential in shaping association policies.

Whatever doubtful reaction has developed in company ranks is not so much in the score of not wanting to part with the dues money the companies would have to lay out but rather to misgivings about the reaction to outright company support of an agents' association. There is not too much fear that the plan would set a precedent that would be followed in other states, though that has been mentioned. For one thing, the New York state association's proposal is to bring in as company members only the New York domestic companies and to base the sliding scale of dues only on New York premiums.

This has been called inequitable because the out-of-state companies doing

Lack of Uniformity Found the Rule in Allocating Expenses

NEW YORK—Lack of uniformity in the allocation of expenses in the annual statement is the rule rather than the exception, Deputy Superintendent Kline has reported to Superintendent Bohlinger of the New York department after examining replies to the department's first questionnaire designed to guide the staff in formulating regulations under the expense allocation law enacted at the recent legislative session.

"Although the data compiled is contained in 190 tables, in but seven statistically significant instances did the companies initially assign a particular item in a completely uniform way," he stated. "Although some small portion of this lack of uniformity may be explained by differences in methods of operations, a substantial measure of diversity of treatment still exists."

In connection with the theory on which assignments of items are made to exhibits and lines of the annual statement, Mr. Kline mentioned that these may be made either on the basis of kind of expense salaries, rents, etc., or on the basis of function (claim administration, investment operations, etc.). The tables show clearly, he said, that the companies differ as to whether a given item should be assigned wholly on a "kind" basis, wholly on a "function" basis, or upon some hybrid basis.

"It is also apparent from the tables that there is a marked lack of uniformity of opinion among the companies as to the proper classification of many items of expense," he said. "Although differences of this kind are too numerous to detail here, a typical example of such diversity is to be found in item No. 92."

This item deals with the handling of the cost of printing, paper stock, etc., in connection with advertising. This was reported in exhibit 5 of the annual statement as "advertising" by 20 companies having assets of \$400 million and 26 companies under \$400

(CONTINUED ON PAGE 15)

MUTUAL FUND RULING

Credit Group Life OK When Estate Is Obligated for Balance

NEW YORK—Creditor group life insurance to take care of unpaid installments under a program to buy mutual fund shares is permissible under the New York law, provided there is a contract that makes the payment of the remaining installments an obligation against the buyer's estate. Attorney-General Goldstein of New York has ruled in an opinion given to Superintendent Bohlinger.

Goldstein gave an adverse opinion last June in connection with plans sold by First Investors Corp. of New York City on the ground that there was no obligation that could be enforced against the buyer's estate and in the absence of an enforceable debt the insurance would not be permissible. To fix things up, First Investors changed its contracts to provide that on the planholder's death the remaining installments would immediately become due and payable, although as in the past, during the holder's lifetime there would be no obligation to continue the program.

First Investors has been selling insured contracts since 1931 but the legality of the coverage was questioned only comparatively recently.

Since the adverse opinion, First Investors has been selling its plans under temporary dispensations. The firm is one of very few employing retail salesmen and it is not believed that the group insurance plan will show any sudden growth because of getting the green light from the attorney-general. Most mutual funds sell through securities brokers. The shares are not sold on a contract basis, so group coverage would not be applicable.

An executive of one of the larger funds said sales could be set up on a contractual basis so as to be eligible for group coverage but he doubted there would be any move in that direction among the funds marketing their shares through brokers.

F.W. Ecker Is New President of Metropolitan

C. G. Taylor Retiring Under Company's Disability Plan

NEW YORK—Frederic W. Ecker was advanced from executive vice-president to president of Metropolitan Life Tuesday. He succeeds Charles G. Taylor, Jr., who has been seriously ill for several months, during which time Mr. Ecker, as executive vice-president, has been functioning in his place.

Mr. Ecker, who is the son of Frederick H. Ecker, honorary chairman and for many years president and later chairman of Metropolitan, joined the



C. G. Taylor



F. W. Ecker

company in 1925 as assistant treasurer, becoming treasurer in 1931, vice-president and a director in 1936, and financial vice-president in 1944, and executive vice-president in 1951. Before joining Metropolitan he had been with Hayden, Stone & Co., New York City, and later with Bankers Trust Co. of New York City in charge of the security sales force in the main office.

With Metropolitan Life his duties, until his appointment as executive vice-president, were primarily in the investment field, where he gained recognition as an authority and as a keen student of the broader related aspects of the national and international economy.

In 1942 Mr. Ecker resigned from Metropolitan to go with the lend-lease administration. He organized the lend-lease mission to India and served as its chairman there nearly a year. After 2½ years in lend-lease work he returned to Metropolitan. He is a director of St. Louis & San Francisco railway, a trustee of Excelsior Savings Bank of New York City, and chairman of Children's Village, Dobbs Ferry, N. Y. The Children's Village provides care and training for underprivileged boys.

Mr. Ecker served in the first world war and was awarded the distinguished service cross and the croix de guerre for bravery in action in the Argonne-Meuse campaign. He is a graduate of Harvard, class of 1918.

Mr. Taylor started his insurance career with Fidelity & Casualty of New York, then joined the Richmond

(CONTINUED ON PAGE 15)

Late News Bulletins . . .

New York "213 Committee" to Continue

NEW YORK—The Condon committee of the New York legislature, which has been considering revisions of the expense limitation law, will be continued for another year and Senator Condon said the revision of agents commissions will be one of the subjects to which his committee will devote its attention. Other subjects involving company operations also will be considered, including revision of section 213A, covering industrial insurance, which has not been substantially amended since its adoption.

Travelers Advances M. J. Wood, W. J. Reid

Travelers has promoted Milton J. Wood to vice president and actuary and William J. Reid to assistant secretary.

Mr. Wood joined the company in 1926, was made assistant actuary in 1935 and associate actuary in 1947. He is a fellow of the Society of Actuaries.

Mr. Reid has been an examiner since 1941 and with Travelers since 1931.

(Additional Late News on Page 16)

"THE SEARCH THAT NEVER ENDS"**Widespread Response Is Greeting Radio Program in Which Institute Is Cooperating**

"The Search That Never Ends", which is the public service radio series presented over the Mutual Broadcasting System with the guidance and cooperation of the Institute of Life Insurance, and which William D. Davidson, Equitable Society, Chicago, chairman of the N.A.L.U. committee on public information, has urged every association member to support, has achieved widespread public recognition.

It is being considered for awards by the National Peabody award and the Ohio State University radio award committees.

The series will continue as a spring and fall feature on the Mutual network.

In announcing continuation of the series, Mutual executives and Sherman H. Dryer, producer, stated that a broader concept had been evolved whereby the series will present in dramatized, semi-documentary form programs dealing specifically with the health and welfare problems confronting the American people today. Dr. Louis I. Dublin, eminent health and welfare consultant and author of over 600 pamphlets and books on related subjects, will introduce each week a prominent guest who will discuss the problems raised by the specific program.

Dr. Dublin, who recently retired as 2nd vice-president and statistician for Metropolitan, said the prime objective of the program will be to bring home to the American radio listener the great gains which have been made in the health and welfare fields and to enlist general support of these services at the local level.

The program, which is designed to call the public's attention to problems in health, medicine and welfare common to everyone, reflects the "pronounced interest of America's life insurance companies in public health and well-being," according to Holgar Johnson, president of the Institute.

Not only has the program, a sustaining show scheduled during a class "A" advertising revenue period on Mutual, received public attention, but it also has been used, in an adapted form, for broadcast over Voice of America programs beamed to Latin America and India. In addition, Canadian Life Insurance Officers Assn. is negotiating with the Mutual network and the Canadian Broadcasting Co. to have the program carried in Canada. Bruce Fouche, the Institute's radio and TV director, believes these negotiations will soon be successfully completed.

More than 400 Mutual stations, including one in Hawaii, now carry the program, which makes a "constant effort to select subjects of importance which are seldom presented on the air," according to the institute. Such topics as atomic medicine, tuberculosis, virus, blood pressure, use of whole blood and plasma, cerebral palsy, diabetes, accident proneness and the value of entertainment in the psychotherapy of veterans are treated in the programs.

On one program an announcement was made of a free booklet available to listeners who wrote in requesting a copy. This, an attempt to determine

the program's audience reaction and size, brought a response considered excellent by the network and the institute.

Many letters praising the program have been received. One listener wrote that the program "has become one of my favorite weekly programs...These exceptional programs have become a must for straight thinking women and men." Helen G. Hines, assistant director of Business and Professional Women's Clubs of New York state, wrote that the program "covers subjects which are of vital interest to every man and woman, and I would like to commend the institute and the network on their method of presentation." A Cancer Committee executive said that the institute "is to be commended on the fine public service it is performing through the broadcast."

The program is heard Tuesdays, from 9:05 to 9:30 P.M., EST.

IWO to Appeal N. Y. Ruling Upholding Liquidation Order

International Workers Order plans to appeal the New York court of appeals ruling upholding Superintendent Bohlinger's liquidation order against IWO on the ground it was "Communist-dominated".

Noting that its pro-Communist activities violated IWO's charter and state laws, the court said that while there was nothing to indicate officers would steal funds from the organization, "there is reason to believe...they would not hesitate to do so for the (Communist) party, under orders".

The Attorney General's Department, in ordering IWO to register as a "Communist-front", described it as the "chief fund raiser for the (Communist) party through its so-called mutual benefit insurance plan".

If the New York court order stands, IWO's insurance in force at Dec. 31, 1952, of \$78,805,000 would be reinsured.

Accounting, Statistical Card

The program has been put out for the convention of Insurance Accounting & Statistical Assn. at the Palmer House, Chicago, June 1-3. Everybody gets together for the kick-off the morning of June 1, with Father Patrick C. Hunter of Faith, Hope & Charity Church, Winnetka, giving the invocation and Insurance Director Barrett of Illinois giving an address of welcome. Then Dwayne Orton of International Business Machine gives a talk, "The Human Side of Management." From there on the schedule of meetings looks like a seed order catalogue in the spring. There has been set up a great assortment of work shop sessions for fire and casualty and for life and A. & H. Forms are being provided for registration for these sessions, each of which is limited to 30 persons. Without making an exact count, it looks as if there are about 50 of these for fire and casualty and even more for life and A. & H.

Agency Management Meet

Michigan Life Agency Management conference, scheduled for Sept. 30-Oct. 1 at Lansing, will have "Shop Talk" as its theme.

Dudley Dowell, vice-president, New York Life, will address the opening dinner on "What Makes a Good Shop?" detailing the requirements for a well-organized and successful agency.

Speakers the following morning will

include William Eugene Hays, general agent for New England Mutual; Judd Benson, manager at Cincinnati for Union Central Life; and Leon Wear, manager at Lima, O., for Prudential.

Following luncheon, Charles Irvin, assistant professor of communications skills at Michigan State college, and Harold Cummings, president, Minnesota Mutual, will speak.

ALC Spring Regionals Are Over-All Success

Like the boy who left home and returned a big success, American Life Convention held one of its spring regional meetings in St. Louis at the same hotel where its organizational meeting was held in 1906. President T. A. Sick, president of Security Mutual Life of Nebraska, outlined the aims, functions and organizational structure

of the A.L.C.—which has grown from 34 to 234 companies—at this meeting, as well as at the other two regionals held in Baltimore and Salt Lake City.

The regionals all were conducted on the same general pattern that has proved very successful with the convention in the past. In sort of a "giant stationary room-hopping" effect, there were no formal programs and all discussions were off-the-record. The subject matter was determined by the interest of those in attendance.

Subjects evoking the greatest interest this year seemed to be common to the company representatives at the meetings. They were federal taxation of life companies, investments, war problems, home office personnel and agents and agencies. Mr. Sick presided at the three meetings.

All three gatherings were well attended, with St. Louis drawing 129 representatives from 63 member companies in 19 states; Salt Lake City figures in the same order were 74, 29 and 17, and Baltimore had 78, 46 and 21. Local companies were hosts.

State insurance officials attending were: St. Louis—Superintendent Leggett and Deputy Superintendent Scott Jones of Missouri, and Director Barrett of Illinois; Salt Lake City—Commissioners Ford of Wyoming, Hammel of Nevada and Terry of Utah; Baltimore—Commissioner Jackson of Maryland, who gave a brief welcoming address.

Representing American Service Bureau at one or more of the meetings were Robert R. MacKenzie, executive vice-president, and Otto Elder and Gordon Gifford, assistant vice-presidents. Bruce E. Shepherd, manager of Life Insurance Assn., was at St. Louis, and Holgar Johnson, president, and Robert G. Taylor, Washington representative of Institute of Life Insurance, were at Baltimore.

Ad Group Elects Wildey

Robert W. Wildey, agency assistant of Continental American Life, has been elected chairman of the Keystone Group, an advertising organization composed of members of Life Advertisers Assn. and other interested persons in the Philadelphia area.

Denies Certiorari

WASHINGTON—The U. S. Supreme Court denied certiorari writ in No. 632, Mims vs. Metropolitan Life.

Add Wert, Hobbs to American of Ala. Receivership Suit

An amended petition in the American Life of Alabama suit has been filed at Birmingham by a group of stockholders asking for a receiver for the assets of T. W. Wert, president, and M. S. Hobbs, secretary, in addition to Mrs. E. B. Montgomery, against whom a similar request has been pending.

Complaining that "American Life is either insolvent, or approaching insolvency...", the bill asked the court to find that Mr. Wert and Mrs. Montgomery are jointly liable to the company for \$1,484,395 for various fees and commissions alleged to have been illegally approved. It also asks that Mr. Hobbs be found liable for \$73,000 in unauthorized salary and commissions.

An original suit against the company alleged that Messrs. Wert and Hobbs, Mrs. Montgomery and B. P. Autrey, one time general agent, participated in illegal "kick-backs", depriving the company of approximately \$1,250,000.

The amended petition alleged that policy income of the company has declined since 1950 and will continue downward if those named in the suit are allowed to continue in executive positions.

According to the bill, Mr. Autrey, from 1940 to 1950, was paid \$1,800 to \$12,000 yearly as salary, and during the same time received commissions of up to 90% of first year premiums, with 12½% the second year and 7½% on each year's premium thereafter for eight years. It is charged that these commissions were divided with Mr. Wert and Mrs. Montgomery.

Mr. Hobbs is charged with "entering into a scheme of enriching himself with Wert and Montgomery by collecting commissions on business transactions with American Life."

Those named in the suit are alleged to have collected commissions for arranging loans for other companies through American Life. It is further alleged that in 1951 American Life sold some of its assets to Commercial Benefit Ins. Co. of Arizona with Mr. Hobbs, as secretary, collecting \$1,000 from the Arizona company as the "commission" on the sale.

It is also alleged that the three named in the suit entered into contracts under which they bought other agents' renewal premiums for "less than their fair value".

The bill charged that the company has filed inaccurate and untrue statements with the Alabama department as to its financial condition.

Expand Employe Benefits

Home Life of New York has made several liberalizing changes in its employe benefits program.

Chief among these is an increase of 50% in the amount of group life provided without cost to salaried employees. This brings life insurance benefit to three times annual salary, with a maximum of \$30,000. Both field and home office personnel generally are eligible for the program since about 90% of Home Life's field organization is on a salary basis.

New features of the company's disability program provides benefits during temporary or extended disability, without cost to employee. The program also has provision for hospital-surgical-medical coverages and a retirement plan.

GRAB FOR IDEAS**North Central Round Table Fare in Bag**

Reach for the moon, but don't grab at the stars; get down to earth for practical ideas from the "North Central Grab Bag." This grab bag was an actuality as well as the theme of the two-day annual North Central Round Table meeting of Life Insurance Advertisers Assn. at Chicago. A huge cardboard facsimile of a grab bag contained gifts behind it for each person present, and each participant, after presenting his idea or problem, drew a gift from the bag which bore the name of another member who then became the next speaker.

In general charge of the gathering was Robert E. Templin, Northwestern Mutual Life, chairman of the 1953 North Central Round Table committee, who opened the session by introducing Earl M. Schwemmer, Great West Life Chicago agency manager, whose talk is reported elsewhere in this issue.

Presiding at the first grab bag session was Raymond D. Hamill, Bankers Life of Iowa and a Round Table committee member. He gave the mechanics of merchandising a new policy as practiced by his company and then pulled the first grab bag gift.

One of the most discussed topics was direct mail, including its mechanics and costs, as well as form letters against personalized letters. Coming under this discussion were the kinds and uses of various types of machines for getting out direct mail and the costs of personalized mail as against form letters. Expressing their views on this subject were F. Allan Chab, American United Life; Benjamin Getzhoft, Central Standard Life; Nelson White, Provident Mutual Life, and Albert N. Beardshear, Ohio National Life, Round Table committee member.

How to get feature articles for agency publications for field men was another grab bag topic receiving considerable attention. Practical suggestions were given on this by William Ellis, American Mutual Life, Round Table committee member; George Pease, Equitable of Iowa; Mr. Templin; E. S. Westcott, Bankers of Nebraska, and Mr. White. Myron James, Union Central Life, a Round Table committee member, remarked on this subject to the effect that the agency magazine must help every agent, since today all such publications compete for reading time with the larger magazines, such as Time, Life, Saturday Evening Post, etc. It is absolutely essential that the agents receive information that they can use, he said. This thought was also echoed the following day by Richard Chatfield, Continental Assurance.

David W. Tibbott, director of advertising, New England Mutual, president of L.A.A., gave a progress report of the association at the luncheon.

Introduced at the luncheon was Nelson White of Provident Mutual, first president of L.A.A.; and Harry V. Wade, president of Standard Life of Indiana. Mr. Wade, a charter member of L.A.A., opined "Life Insurance Advertising Assn. is the most vital,

worthwhile association of any inter-company business organization, bar none."

Mr. Beardshear opened up the grab bag for the afternoon and first speaker was Myron Jones, Union Central Life, Round Table committee member.

William O'Brien, Standard Life, spoke on packaging of policy jackets, pointing out that good packaging of merchandise certainly helps it sell. Mr. Pease told how he gets information for agency magazine publications from home office employes by making it a prestige job, putting the names of the reporters on the masthead, etc.

There was also a continued discussion on the direct mail problems of the morning. John Watson, Bankers Life of Iowa, gave a technical demonstration for making attractive color charts and gave other ways for improving direct mail. Mr. Wade said that he believed all direct mail letters are too long and that he was speaking as one who reads or at least looks at all mail he receives. Jack Morris, Business Men's Assurance, vice-president of L.A.A. injected the thought of national magazine advertising as against di-

rect mail.

The wind-up feature of the afternoon's business was an address by Walter Cox, of Union Central Life Chicago agency. He told the members the value to him of sales promotion, giving an outline of his progress in the selling of life insurance by using direct mail.

Beginning the second day's session, with Richard S. Haggman, Kansas City Life, presiding, was the showing of an Institute of Life Insurance colored sound slide film—"Between Friends"—depicting the story of what the Institute and the entire business is doing to increase public understanding of life insurance.

Mr. Ellis presided at that morning's grab bag. Various aspects of selling campaigns, motivating agents to participate in them, as well as including their wives, were discussed by Keith J. Naselius, Central Standard Life; Edward Leader, Bankers of Iowa; John P. White, Lincoln National Life; Harold Howenstein, Indianapolis Life, and E. S. Westcott, Bankers of Nebraska. Also speaking on this subject the day previous.

ous was Kurt Sick, American Reserve Life.

Robert L. Fontaine, Continental Assurance, a Round Table committee member, said he did not believe premium notice stuffers are being used enough or as effectively as they should be. President Tibbott, strongly agreed with Mr. Fontaine in the use of this type of insert.

Names still left in the grab bag when time ran out were Elmer Anderson, Western States Life; Earnest Wills, Equitable of Iowa, and John A. Payton, Golden State Mutual, all of whom were introduced to the members.

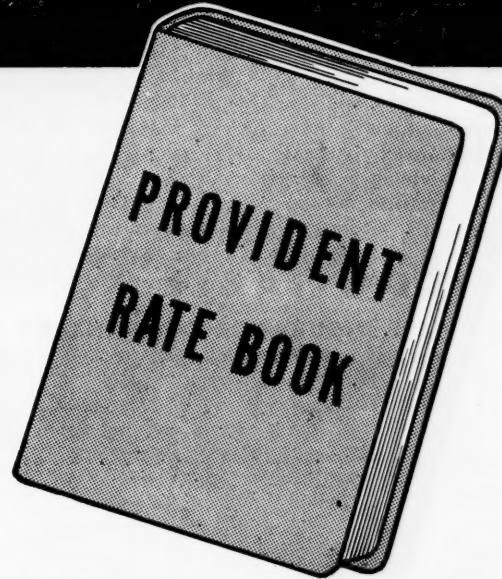
Mr. Fontaine then introduced Raymond H. Belknap, president of United States Life, who said there is really nothing new in life insurance business, and it doesn't take a lot of complicated ideas to sell life insurance. Usually one idea makes the sale, he said. Keep things simple and be sure every dollar spent for advertising brings a return.

Lillian Gilster, Franklin Life, Round Table committee member, was in charge of registration. A social hour and dinner were the featured informal



R. E. Templin

*A Volume That
Means Business
Volume for
Provident Life
Producers*

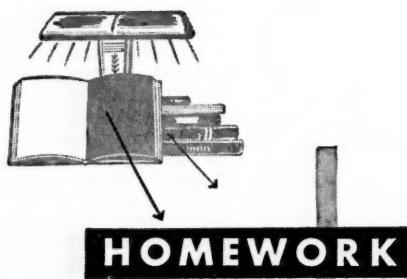


The Provident's new life rate book provides even better sales opportunities for Provident Life Producers. The book is another step in a continuing policy of providing the Provident Life Producer with the two most essential sales tools in life insurance selling — a salable line of plans, and a well-rewarding agency contract.

The plans include a contract to meet every life insurance need — many of them already programmed in a clearly presented package. The agency contract provides compensation for both present and future financial needs — a liberal scale of first-year commissions, nine renewals, service fees, a persistency bonus, group insurance, and a non-contributory pension plan.

PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY
Chattanooga - Since 1887

LIFE ACCIDENT SICKNESS HOSPITAL SURGICAL MEDICAL



is as much a part of the field associate's life as his daily prospecting and selling. Upon completion of the Basic Training Course, the career life underwriter embarks upon the Intermediate Training Course, Part I, and upon its successful completion, progresses to Part II on business insurance. The Company firmly believes, and its field associates have proved, that training for career life underwriting is a continuing and profitable process.

EQUITABLE
LIFE INSURANCE COMPANY OF IOWA
FOUNDED IN 1867 IN DES MOINES



QUALITY
MARKS

"One of the Best"



NEW HOME OFFICE UNDER CONSTRUCTION

Purely Mutual Operation
Over Half Century Service
Highest Possible Rating
Very Low Net Cost
Growth... 50% in 6 years
\$365,000,000. Insurance
\$123,000,000. Assets
\$ 10,500,000. Surplus

Life Underwriters and General Agency minded men Both like "ONE OF THE BEST" FOR A BETTER FUTURE.

CENTRAL LIFE ASSURANCE COMPANY • DES MOINES, IOWA

Trained General Agents
Trained Life Underwriters
Generous Compensation
Liberal pensions
Modern underwriting
Right size to serve
Right size to be friendly
Ideal midwestern location

List Publications Carrying May Ads of Life Companies

Following is the national advertising which life companies have reported for May issues of the publications listed. Where no date is indicated the publication is a monthly magazine.

Bankers Life—Better Homes & Gardens; Successful Farming.

John Hancock—Life, May 4; Newsweek, May 11; U. S. News & World Report, May 8.

Lincoln National—Saturday Evening Post, May 2, 16.

Massachusetts Mutual—Time, May 25.

Metropolitan Life—American Magazine; Business Week, May 9; Collier's, May 9; Cosmopolitan; Forbes, May 1; Good Housekeeping; Ladies' Home Journal; McCall's; National Geographic; Newsweek, May 11; Saturday Evening Post, May 2, 30; Time, May 25; U. S. News & World Report, May 1, 29; Woman's Home Companion.

Mutual Benefit—Saturday Evening Post, May 23; Scholastic Magazine, May 13, 27.

Mutual of New York—Collier's, May 23; Life, May 18; Metropolitan Host, May 2; Newsweek, May 4; Saturday Evening Post, May 9; Time, May 4.

National Life of Vermont—American Magazine; Nation's Business; New Yorker, May 16.

New England Mutual—Business Week, May 16; Parents Magazine; Saturday Evening Post, May 23; Wall Street Journal, May 12; 11 college alumni magazines.

New York Life—Business Week, May 2; Country Gentleman; Harvard Business Review; Ladies' Home Journal; Life, May 18; Newsweek, May 4; Saturday Evening Post, May 16; Successful Farming; Time, May 18; U. S. News & World Report, May 15.

Northwestern Mutual—Newsweek, May 11; Time, May 25.

Penn Mutual—Saturday Evening Post, May 23.

Prudential—Sunday magazines (97 papers) through This Week, Parade and independent Sunday magazines May 10.

Security Mutual—American Magazine.

Detroit Leads in Quarterly, March Ordinary Production

Detroit was first quarter leader in ordinary production among large cities with a gain of 48% over the first three months of last year.

Detroit also led for March with an ordinary increase of 52%. Los Angeles was next with gains to 40%.

New Jersey at 37% and Nevada at 34% were quarterly leaders among the states. Vermont was March leader with increases to 49%, while New Jersey was next for the month with a gain of 46%.

Business through the first quarter was up 19%, while sales for March jumped 26%.

Five Prudential Veterans

Five Prudential district managers celebrated anniversaries of long service with the company in April.

Three who completed 30 years of service are James L. Feeney, Scranton, Pa.; Samuel Schneider, Providence, R. I., and William J. Sullivan, Jr., Jersey City. Reaching the 25-year mark were Ramon A. Connor, Scranton, and Homer T. Gracey, Lewistown, Pa.

ACTUARIES

CALIFORNIA

**COATES, HERFURTH &
ENGLAND**

CONSULTING ACTUARIES

San Francisco Denver Los Angeles

ILLINOIS

CARL A. TIFFANY & CO.

CONSULTING ACTUARIES

211 West Wacker Drive
CHICAGO 6
Telephone FRanklin 2-2833

Harry S. Tressel & Associates
Certified Public Accountants
and Actuaries
10 S. La Salle St., Chicago 3, Illinois
Telephone FRanklin 2-4829
Harry S. Tressel, M.A.I.A.
M. Wolfson, F.S.A. Wm. H. Gillette, O.P.A.
M. A. Moscovitch, A.S.A. W. P. Kelly
Robert Murray

INDIANA & NEBRASKA

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President
Indianapolis — Omaha

MICHIGAN

ALVIN BORCHARDT

Consulting Actuaries

76 West Adams, Detroit 26, Michigan
Phone WOODward 1-9515

NEW YORK

Consulting Actuaries

Auditors and Accountants

Wolfe, Corcoran & Linder
110 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN

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Higher '52 Earnings Effect Sharp Gains For Insurer Stocks

Last year's record life insurance sales figures are mirrored in an analysis by First Boston Corp. of eight of the more widely traded life company stocks. The companies showed substantial increases in earnings in 1952 over 1951.

Prices of most life insurance stocks showed sharp gains last year, with 17 companies for which market quotations are readily available showing an average gain of 47.3% for the year. Sizable stock dividends were declared by several of the large companies.

The nation's life insurance in force at the end of 1952 totaled \$275.8 billion, a jump of 9%. The average interest rate earned on investments increased from 2.98% in 1951, after taxes, to 3.05% in 1952.

In relation to gains from insurance, cash dividends continue to be low, making current yields appear to be unattractive to investors. Continued reinvestment of a large part of income, however, has made possible payments of stock dividends, with a resultant steady growth in book values. This growth is illustrated in the following table.

	Shares 1942 Now	High Owned	Rise Price Per Total in Share 1942 Current Value	Share Value %
Aetna Life	30%	2	160	418
Connecticut General	28%	2	392	1,288
Continental Assurance	40	6½	806	1,915
Jefferson Standard	21	3%	232½	1,007
Kansas City Life	485	4	2,280	368
Lincoln National	30	4	716	2,237
Monumental Life	20	2½	128%	544
Travelers	425	2	1,540	262

Richards Wins Sun Life of Canada President's Cup

The Cleveland branch of Sun Life of Canada, headed by Lewis C. Richards, won the company's President's Trophy for 1952. The award, based upon volume, quality of business, persistency, recruiting, and costs, qualifies Mr. Richards as chairman of the company's Managers Consultation committee.

The Director of Agencies Trophy for supervisors was won by Pete Smith, also of the Cleveland branch at Geneva, O.

Package Selling Stressed In Programming Booklet

A booklet, *Introduction to Programming*, has been prepared by L.I.A.M.A. to introduce the underwriter to the concept of total needs or program selling instead of being content with single need sales.

The authors point out such advantages to the underwriter as placing insurance selling on a more professional level, greater prestige, larger sales, reduced sales resistance, greater persistency of business, future sales from contented clients and bigger earnings. Receiving life insurance proceeds and social security benefits are also considered.

Introduction to Programming, the April supplement to *Manager's Handbook*, was prepared by the company relations division of L.I.A.M.A. Co-authors are Donald Bramley and Myron E. Dean.

- The E. Clare Weber agency of New England Mutual Life at Cleveland has paid for more than \$1 million of business each month for the first three months of 1953.

Zone 3 to Meet But Once a Year

Zone 3 of N.A.I.C. at its meeting at Atlanta decided to abolish the two meeting a year scheme. This brought sighs of relief from camp followers and from many of the insurance department people, too. There will be just one meeting a year and that will be in the spring. Commissioner Fischer of Iowa made this proposal at the zone 4 meeting at Chicago the previous week.

There was practically nothing for zone 3 to take up and the session was wound up in short order on the first day. Davis of Mississippi was elected chairman, succeeding Cravey of Georgia. The latter was elected as the zone's representative on the N.A.I.C. executive committee. The Atlanta companies supplied entertainment. Wade Martin of Louisiana, N.A.I.C. president, made a talk as did Gov. Talmage of Georgia. Most items on the agenda were shelved to subcommittees.



Announce Speakers for Life Counsel Rally May 11-12

The speakers' card has been prepared for the spring meeting of Assn. of Life Insurance Counsel, scheduled for May 11-12 at Hot Springs, Va.

Speakers the first day will be William B. Sloan, Bankers Life of Iowa, on "Federal Interpleader"; Virgil D. Parish, Union Central Life, on "Mutualization of a Legal Reserve Life Insurance Company"; and Abram T. Collier, John Hancock Mutual Life, on "Discussion of a 'Case'".

Second day speakers and their topics are Lucian D. Gardner, Jr., Protective Life of Alabama, "When the Insured Disappears"; Albert L. Hall, Berkshire Life, "Revival of Policy Provisions on Reinstatement"; and George E. Johnson, Teachers Insurance & Annuity, "An Experiment With the Variable Annuities."

Roy L. Phelps, North American Life; W. G. Alpaugh, Inter-Ocean; Wesley J. A. Jones, Mutual Life of New York, and R. D. Rogers, North American Life, executive secretary of International Assn. of A. & H. Underwriters, at the A. & H. meeting of L.I.A.M.A. at Chicago.

ANOTHER JEFFERSON STANDARD PLUS:

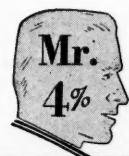
Jefferson Standard is one of the most aggressive life insurance companies in the country.

It backs up its agents with a constant flow of new, powerful, personal selling material . . .

such as the recently produced "Planned Protection Service" manual the use of which

consistently yields a higher percentage of sales to prospects interviewed.

AND . . . Jefferson Standard offers the highest rate of interest paid under settlement options by any major life insurance company! Jefferson Standard has never paid less than 4%. This is a powerful selling aid in the Program Selling Interview.



Mr. 4% represents Jefferson Standard.

Jefferson Standard, now guaranteeing 2½% on policies currently issued, has never paid less than 4% interest on policy proceeds left on deposit to provide income.

Jefferson Standard LIFE INSURANCE CO.

HOME OFFICE: GREENSBORO, N. C.

Los Angeles A. & H. Men Hear Talks on Training

Accident & Health Managers Club of Los Angeles and A. & H. Producers Assn. of Los Angeles at a joint meeting last week heard talks by Harold Bradford, superintendent of training for Pacific Mutual Life, and Kenneth

Stoakes, general agent of Loyal Protective Life, on the A. & H. training program used by their companies.

Ohio State Plans Agency Meet

Ohio State Life is completing plans for its 1953 agency convention at Asheville, N. C., June 28-July 2. Representatives of the company from more than 20 states will attend.

Modify N.C. Bill on A. & H. Cancellation

RALEIGH—The North Carolina senate has radically revised the house bill which would have called for notice of cancellation of A. & H. policies equal to about one-quarter of the time the policy had been in force. Under the senate version the bill now merely provides that the commissioner shall have authority to make regulations pertaining to A. & H. contracts.

Rep. Arthur Goodman, sponsor of the bill, stated that Commissioner Cheek has assured proponents of the measure that he will establish a rule, if the bill is enacted, whereby the insurers will be required to give three months' notice for each year after the first policy year.

Pollock General Agency

Formed at Cleveland

Occidental Life of California has appointed Harry C. Pollock general agent for the new H. C. Pollock & Associates agency at Cleveland. Mr. Pollock, former district manager there, has been succeeded in that post by William A. Ramsay, Jr.

The company has also appointed Richard C. Petersen district manager, and Ralph F. Spearing assistant district manager at Minneapolis.

Mr. Pollock has been in the business since 1936. Before joining Occidental Life he was supervisor and assistant manager for Penn Mutual Life.

Mr. Ramsay was formerly supervisor for Canada Life. He entered the business in 1949 with John Hancock Mutual Life, and later went with Connecticut General Life. Mr. Petersen has been with the company since 1947, Mr. Spearing since 1951.

Huebner on Speakers' List

Dr. Solomon S. Huebner, "dean" of life insurance educators, will take part in the May 7-8 conference at Swampscott, Mass., of New England General Agents & Managers Assn. Also present will be Vice-president Frank B. Maher of John Hancock Mutual Life.

Dr. Huebner is professor of insurance and commerce at the University of Pennsylvania.

Revamps Accident Policies

Connecticut General Life has adopted two schedule accident policies which provide a greatly simplified but more flexible program of accident insurance coverage. The two new policies will replace eleven old ones.

Named Department Manager

Budd L. Wolfe has been named manager of the underwriting and policy issue department of Texas Life.

Mr. Wolfe entered the business with Western Reserve Life in 1948 as a personal producer at San Angelo, later was appointed agency secretary, and at the time of the company's merger with Great National Life he was administrative assistant in charge of policyholders' service.



GOOD COMPANY

"A man is known by the company he keeps." In our business, a company is known by the men it keeps.

Life of Virginia attributes its progress to the fact that throughout the years it has attracted good men and kept a conspicuously large number of them. (84% of our Managers have more than 10 years' service.)

LIFE Insurance Company of VIRGINIA

Established 1871
Richmond, Va.

California-Western States Life Insurance Company

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GLOBE LIFE INSURANCE COMPANY

Attractive Agency Contracts

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WILLIAM J. ALEXANDER, PRESIDENT



Receiving a gift from Charles J. Zimmerman (right), managing director of L.I.A.M.A., is Raymond J. Lemire, vice-president of La Prevoyance Sociale in Brussels, Belgium, a speaker at the combination companies New York parley.

New Handbook Describes Today's "No. 1 Killer"

Insurance men will find valuable help in the HANDBOOK OF CARDIOLOGY FOR NURSES by Walter Model, M.D. This well-known heart specialist originally intended the book primarily for nurses, but it has proved a valuable work tool for every underwriter interested in the entire scope of heart disease.

It covers detection of signs and symptoms . . . the course of heart disease . . . up-to-date treatments and prognosis for the heart patient, so you can tell how reliable your examinations are.

"Valuable information . . . answers many of the questions of insurance men about this increasingly dangerous killer."—THE SPECTATOR.

"Well suited to familiarize the underwriter with the fundamentals of cardiovascular impairments."—INSURANCE INDEX & MEDICINE.

This indispensable guide will repay its low cost many times over! Mail only \$3.50—today—to SPRINGER PUBLISHING CO., Inc., Dept. N, 44 E. 23rd St., New York 10, N. Y.

1953 Little Gem, Agent's Fact, Figure Aid, Now Available

Brand new up-to-date facts and figures—768 pages of them—concerning the latest 1953 life insurance contracts, rates, values, options, etc., of 199 companies, with financial and operating figures on 306 companies, are presented in the new 1953 *Little Gem* life chart, recently published by the National Underwriter Co. and now being rushed to the many thousands of life underwriters who find the information it provides helpful in all sorts of sales situations.

This extremely popular and widely-used handy reference—now in its 51st annual edition—contains easy-to-find answers to an almost limitless number of questions that arise in the daily work of the agent in the field.

With the new *Little Gem* one has in compact, carefully arranged form, a truly great storehouse of useful, impartially presented, factual information on those life companies whose business totals approximately 99% of all life insurance in force today. It is easy to read; fits easily into one's pocket; weighs only 8 ounces, yet contains a mountain of up-to-date facts, any one of which may help to close a sale.

The current 1953 contracts are analyzed in detail. New premium rates and cash values are shown for all popular forms. Dividends for 1953 are shown with net cost and net payment summaries. Actual histories of policies issued 10 and 20 years ago accompany the present scale exhibits. Current settlement options, limits, including non-medical, retentions, and much other useful, up-to-date information is shown.

More has changed since the last *Little Gem* was issued a year ago than has occurred in many a year. The list of companies that have changed their rates, dividend scales or issued important new policies is far too long for this article and would read almost like a complete index to the 1953 edition. Most of the many rate changes are to lower rates, while the dividend changes are generally revisions, lower at some ages and higher at others. As practically all companies have made important changes in some phases of what they now offer as compared to a year ago, every field man really must have the new, changed information provided in the 1953 *Little Gem* to be abreast of the times and to have a fair chance in today's active and competitive market.

Among the several major sections of the new *Little Gem*, the "Financial and Operating Reports" section, providing extracts from the statements of 306 companies, is of special interest this year because it reflects the greatly increased business done in 1952, a highly successful year for many companies. Here are shown such items as capital, surplus, premium income, net gain from operations, etc., along with "paid for" and "in force" figures for both 1952 and for 1951. Aggregate totals for the 306 companies complete this section.

Other special sections provide a broad coverage of juvenile insurance, immediate annuities, the income payable under settlement options both for current issues and for previously issued contracts going back to 1910. There is also a detailed coverage of

the weekly pay contracts of some 45 companies, with rates and values, together with special treatment of National Service Life insurance, U.S. Government Life insurance and social security, showing the latest revised benefits payable under the present law.

All of the many facts and figures, as presented in the new *Little Gem*, are powerful sales aids. Sizable commissions often hinge on the ability to find the proper answer promptly, because field men never know in advance just when a particular answer will clinch a sale.

Because the *Little Gem* provides such a broad background of these necessary answers, all presented in concise, standardized form, more life insurance men purchase it every year than any other reference book. Shipments of the many thousand of advance orders for *Little Gems* are now being made as rapidly as possible, in sequence as ordered. It takes several weeks to complete all deliveries, so great is the demand for new *Little Gems* each spring. Selling singly at \$3.50, and in quantities of 6 or more at \$3.15, additional copies may be ordered from The National Underwriter Co., 420 East Fourth street, Cincinnati 2, or from any other National Underwriter office.

Ferrel Bean Agency Is Installed in New Home

The Ferrel M. Bean agency of John Hancock Mutual Life at Chicago is moving Friday into enlarged and thoroughly modernized new quarters at 39 South La Salle street. The circulation and arrangements were carefully worked out on the basis of practical operating conditions over a period of many years. The Bean agency has been at One North La Salle street for a long time. The wall that greets the visitor's eye is decorated with an early American scene. The quarters are air conditioned and illuminated by a modern indirect system and are soundproofed. The space includes an employe lunchroom. There is a special place for the pension department. The brokerage department is by itself and there are numerous other divisions of the space that experience has indicated are logical. During the first quarter of this year the Bean agency has recorded a 16% gain in ordinary over the parallel period of 1953. The agency was No. 1 in John Hancock in total production credits last year and in 1951.

Wis. Bills Liberalize Investments, Provide for Advance Premium Payments

Two Wisconsin bills which are expected to become law have strong life insurance backing. One broadens legal investment opportunities of domestic life companies, and the other legalizes explicitly advance premium payments.

The investment measure would permit Wisconsin companies to invest in Canadian government securities, invest more widely in certain types of industrial securities, and make mortgage loans up to two-thirds of value instead of the present 50%.

Following a state supreme court decision in 1910, Wisconsin companies regarded collection of premiums in advance illegal, though it was not forbidden by statute, and refrained from the practice. Companies of other states, however, have allowed discounts for advance payments.

Assn. to Hear Panel Talks

Talks by Walter G. Gastil, manager at Los Angeles for Connecticut General, and Hal L. Nutt, director of the Purdue course, will open and close respectively the annual life insurance forum sponsored by the Oakland-East Bay Life Underwriters Assn. May 21.

Mr. Gastil's talk will be entitled "Time and Money," and Mr. Nutt will speak on "The Use of Outside Influences in the Sale of Life Insurance." The balance of the day will be devoted to six panel discussions.

Panel topics and leaders will be: Combination men, William A. Lane, Metropolitan Life; pension trusts and

profit sharing plans, Herman A. Zischke, Herman A. Zischke organization, San Francisco and Chicago; "Have You Got What it Takes?", James L. McDonnell, manager, Guardian Life.

Also, A. & H. Howard W. Carsten, Oakland manager, Paul Revere Life; closing and closing techniques, Frank W. Dedman, general agent, New England Mutual; and "Lives Beget Volume"; Paul E. Demeter, Northwestern Mutual.

Presentation of the annual award to the "Agent of the Year" will be made at the luncheon to be presided over by Sam G. Denner, State Farm Life, general chairman.

"My Boys won't miss out on College..."
says John S. Crowther, Family Man and Foreman, Textileworker Corp., Toledo, Ohio

"My three boys are just a few years apart," says Mr. Crowther. "That means that these of them will be in college at the same time and that's going to cost a lot of money. My Mutual Benefit Life Plan will take care of this big expense."

"A college education for our sons is just one of the provisions of Mr. Crowther's Plan—a Plan, incidentally, that's well within his means. It also provides protection for his wife and an income at retirement."

"In these days of high taxes and high living costs," declares Mr. Crowther, "it's not easy to make sure your family gets every advantage you want for it. Don Warner, with his Analygraph, showed me how I could get the most for my money through my Mutual Benefit Life Plan. It's a good feeling to know the future is reasonably secure."

"Mr. Crowther's Plan was carefully designed to meet his future needs and provide income. Steady investments in it will give him a steady income but build a cash fund that he can draw on should he need money for emergencies or to grasp an opportunity."

You, too, with the help of a trained Mutual Benefit Life agent like Don Warner, can work out a similar plan.

Like Mr. Crowther's, your plan will be carefully worked out to give you the most for your money. For details, write to Mutual Benefit Life Insurance Company, Newark, N. J.

President?



**MUTUAL
BENEFIT
LIFE**

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Organized in 1845
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SALES IDEAS OF THE WEEK

SCHWEMM SPEAKER

Says Sales Scheme Simple Sail Setting

Set your sails in the money wind and success will be a breeze, said Earl M. Schwemm, agency manager for Great West Life in Chicago at the North Central Round Table meeting of Life Advertisers Assn. at Chicago. Terming growing and shifting markets as "monkey winds", he said that the agent has only to stay with them to be a success, but there is not much future for the mentally lazy underwriter.

Saying that the life man must make a greater investment in himself in study and alertness to keep with conditions, Mr. Schwemm pointed out that there is tremendous opportunity to

make increased life sales wherever the agent is intelligent enough to look for them. As an example he gave the study of population statistics, which certainly do not stand out at a casual glance as a source for increased sales. He then went on to show that from these figures increased longevity shows up as an excellent selling point. For instance, in selling large amounts of juvenile insurance, Mr. Schwemm points out that option tables based on present mortality rates offer a sales tool that is hard to beat. When longevity goes up, which it has been doing, and probably will continue to do, there is need of more retirement money to keep a person going for the extra years. Buying early, of course, produces a higher settlement option at the later age.

Mr. Schwemm then pointed out that income options of a life policy are equity property, since the old options are worth more. He suggested keeping old policies and buying new ones for present day needs, such as mortgage policies, cash requirements, etc.

Another observation he made is that inflation is just about over and that life insurance can now be sold as an investment, the thought here being to lead the parade and begin selling on the deflation idea. He favors a single premium policy for this type of sale and points out that it will produce $2\frac{1}{2}\%$ compound interest, tax free, as against other investments, where there is a 6% risk to get back about a $2\frac{1}{2}\%$ return after taxes. To this he adds all of the other advantages of the life insurance contract.

As an excellent means of advertising the life business, Mr. Schwemm uses what he calls free advertising or endorsements of the business, which can be found in the form of unsolicited quotes about life insurance by institutions such as banks, money management associations, etc. This way someone else is saying in print what the life man believes about his business, which bears considerable weight with any prospect.

As to social security, he said that the government did not increase benefits but adjusted the number of dollars to meet the scale of living and has made the people realize this. This should be done in the life insurance business, he said. And in that light, he suggested insurance advertising as such should be soft-pedaled in favor of stressing "ailments", needs and problems, and it should be kept simple.

Big Rush in Tex. to Get New \$5,000 Insurers Under Wire

Seventy-one applications to form new minimum capital life insurance companies in Texas have been filed with the insurance department apparently against the possibility that legislation will be enacted to require new companies to have more than the \$5,000 surplus that is now specified for new mutual legal reserve companies. The bill would require \$100,000 in surplus. The sudden spurt in the birth rate of \$5,000 insurers was reported by Rep. Henry Lehman who is sponsoring a bill that is wanted by Commissioner George Butler.

Lehman has been able to get the bill reported favorably over attempts on the part of Rep. Gene Smith of Fort Worth to tack on amendments, one of which would reduce the surplus requirement to \$5,000, another doing away with any surplus requirement if the company has reinsurance on all its risks over \$1,000.

Committee members were supplied with a letter from Commissioner Butler that contained an article from Focus magazine telling about G. I.'s on their way to Korea who had been sold policies in Texas companies that later proved to be nearly worthless.

A.M.A. Panel Set for May 19

During the insurance conference of American Management Assn. at New York there will be a session the afternoon of May 19 on improvements in hospitalization coverage. Chairman is Bert W. Nichols of Standard Oil of Ohio. Frazier Wilson, United Air Lines, will discuss some of the problems that the individual company faces in connection with this type of cover-

age; Frank Van Dyk, vice-president of Associated Hospital Service of New York, will tell what the Blue Cross and Blue Shield plans offer; Paul E. Britt, 2nd vice-president of Connecticut General Life, will review the programs that private insurers are offering, and Ralph T. Heller, 2nd vice-president of Prudential, will describe the work of Health Insurance Council, of which he is chairman.

Lincoln Nat'l Tex. Parley

Texas general agents of Lincoln National Life held a sales conference at River Bend Lodge, near Hunt. J. L. Lawrence, San Antonio general agent and Texas agency supervisor for the company, was in charge.



Earl M. Schwemm



Highly-rated company offers unusual DIRECT CONTRACT opportunity to good producers in Iowa, Ohio, Ark., Ind., Ky., Miss., and Mo. A complete line of:

LIFE • ACCIDENT • SICKNESS • HOSPITALIZATION
Your reply held confidential. Write to:
J. DeWitt Mills, Supt. of Agents

MUTUAL SAVINGS
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FRED E. KRAMER
Erie, Pennsylvania



Next year Fred E. Kramer of Erie, Pennsylvania, will celebrate thirty successful and eventful years with The Ohio National. A Life Member of the Million Dollar Round Table, he has qualified for MDRT honors seven successive times. He is also a life Member of the Leaders Round Table of the Pennsylvania Life Underwriters Association. His record as an agency builder is equally impressive. Under his dynamic leadership, the Fred E. Kramer Agencies have led all other Company agency groups in the production of new business for the past five years.

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**Unity agents are equipped
to serve every need for personal
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or for the

Enrollments at Half-Way Mark for CLU Institutes

More than half of the 120 enrollments available in the 1953 C.L.U. institutes have already been taken. The ninth institute will be held at the University of Wisconsin, July 20-31, and the tenth institute at the University of Connecticut, August 3-14.

Each institute comprises an integrated two-week program designed around a case problem, with the first week devoted to personal aspects (estate planning) and the second to business aspects. At Wisconsin the business is a partnership; at Connecticut a close corporation.

Several life companies are paying part of the costs of enrollment or providing full scholarships for their C.L.U. agents.

Ruling Prohibits Change of Beneficiary by Will

The Texas supreme court has ruled that a policyholder cannot change his beneficiary by will. The ruling came in the case of B. B. Barnes of Dallas, who died two years ago, leaving two insurance policies totaling \$25,000 in which several beneficiaries were named.

Mr. Barnes' will specified that his wife, Pauline, was to be recipient of the insurance money. The court held that Mr. Barnes had not complied with the company requirement that changes of beneficiary be endorsed on the policies and that changes by will would result in much uncertainty and litigation.

L.I.A.M.A. School May 4-15

L.I.A.M.A.'s 116th school in agency management is scheduled May 4-15 at The Huntington, Pasadena, Cal.

Twenty-five companies will be represented. The staff school includes: Lewis W. S. Chapman, director of company relations; Frederic M. Peirce, associate director; William H. Whorf and Lewis F. Youngblood, senior consultants.

The 117th school will be held May 18-29 at Williamsburg, Va., and will be for district management personnel of combination companies.

Gives Proselyting Sketch

The San Antonio Life Managers Club presented a skit dramatizing the story of an agent who was recruited from another company. President of the club, J. L. Thorngren, Bankers Life of Iowa, reported the club now has 61 members.



Being questioned here at the L.I.A.M.A. combination companies rally at New York about his French company's operations is Robert de Montalivet, (right) who is with Compagnie Generale D'Assurances. With him, from left, are Bascom T. Baynes, president of Home Security Life; H. P. Anderson, vice-president of Life of Virginia, and Eldon Stevenson, Jr., president of National Life & Accident.

Hike Capital Requirements for New Ia. Life Insurers

DES MOINES, IA.—The Iowa legislature has passed and sent to the governor a bill increasing capital requirements for new life companies in the state to \$350,000 and the surplus requirements to \$150,000.

The governor has signed a measure permitting A. & H. companies to sell on a franchise plan to various trade and professional associations.

The legislature has passed another bill raising the fee for publication of annual statements by insurance companies to \$10. The present fee is \$6.

Handbook of Cardiology Worthwhile for Underwriter

Life underwriters have been directed to a new textbook, "Handbook of Cardiology for Nurses", published by Springer Publishing Co., 44 East 23rd street, New York City.

Although prepared for the training of nurses, the book is of great value to the underwriter in its clear but not cumbersome explanations of the fundamentals of cardiovascular diseases. The text treats of methods of examination, the symptoms and signs of heart impairments and the prognosis of the various ailments.

To the underwriter the book can bring greater understanding of heart-connected diseases to better evaluate them and thus measure their effect on morbidity and mortality.

Kansas Burial Reinsured

Sunflower Burial Ins. Co. of Kansas City, Kan., would reinsure all outstanding policies of Kansas Burial Ins. Co. of Wichita under a plan given final approval by Kansas Commissioner Sullivan.

Relevant 1951 figures for both companies are: Sunflower, \$288,000 net premiums and \$287,050 net losses paid; and Kansas, \$281,400 net premiums and \$540,100 net losses paid. President of the former company is Harry Butler and of the latter is V. A. Noblitt.

Mr. Butler said that with the addition of the Kansas company's business Sunflower would have approximately \$750,000 of insurance in force.

- John M. Munro has been appointed manager for Canada Life's new Toronto Bayview branch. Mr. Munro joined Canada Life in 1946, and in 1951 was appointed manager of the company's field training and research department. He is a veteran.

Join the ranks . . .



1. Career Contracts.
2. Liberal First Year Commissions.
3. Vested Renewals Unsurpassed.
4. Bonus on Quality Business.
5. Attractive Retirement Plan.

Our expansion program creates exceptional career opportunities in Alabama, Georgia, Kentucky, Pennsylvania and Tennessee.

Write: G. FRANK CLEMENT
Vice President & Agency Manager

Shenandoah Life INSURANCE COMPANY, INC.

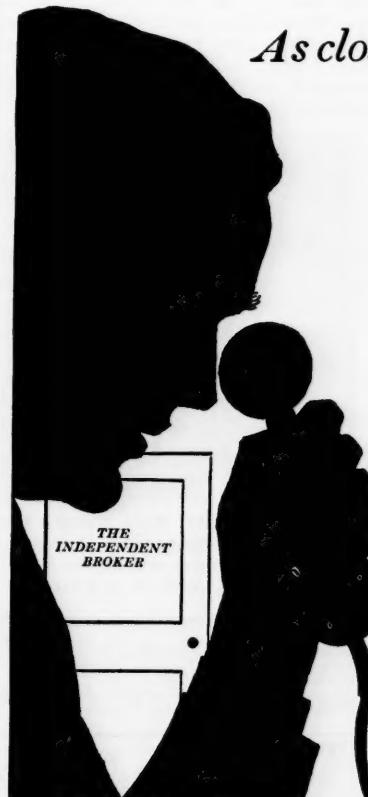
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Now, your nearest Connecticut General brokerage office can give you all the advice, specialized service, sales and promotion assistance you need to handle life coverage profitably.

Get the details: Telephone the nearest Connecticut General office or write to Connecticut General Life Insurance Company, Hartford, Connecticut.



**Connecticut
General**

EDITORIAL COMMENT

N. Y. State Association Faces a Problem

The New York State Assn. of Life Underwriters is to be congratulated on coming right out in the open with its project—still to be voted on—for bringing in domestic companies, industry associations, and additional individuals as non-voting members, with company dues, based on New York state premiums, running as high as \$3,200 a year. The proposal is to amend the constitution to make this new setup possible.

It has already been indicated that the proposal is not going to have smooth sailing, because of misgivings as to the effect on those agents who would be quick to cry "company domination" if companies were carrying two-thirds of the financial load, as they would be if they came through as hoped.

It would have been easier, in some ways, to have got the company support in a less open way than is proposed. But as a public relations matter, the forthright course, with full publicity, is by far the sounder procedure, even though it might mean an adverse vote of the membership and the necessity of seeking an alternative course. That would be a tough blow for association leaders who have steered this proposal to its present stage, but it would be a far tougher one if the plan had been set up covertly and then "discovered," as it surely would have been in time, by an agent seeking to make it look like company domination or by a sensationalizing daily newspaper.

The New York state association has publicly announced what it proposes to do. If there is going to be opposition, the matter can be battled out openly. But for sure it isn't going to be a skeleton in anybody's closet. It's a pretty safe rule, when you're planning to do something, to ask yourself if you'd just as soon call up the city editor of the local paper and tell him about it. If you wouldn't, it's a red light that shouldn't be ignored, because if you wouldn't like the story that you would tell the paper, you'd probably like a lot less the version that some hostile critic or sensation-mongering reporter would put out after learning where the bodies were buried.

Having been thus frank and realistic in handling an important public relations aspect of the company-member, we feel that the association should be equally realistic in dealing with another phase that requires forthright treatment. This is the non-voting but dues-paying status of the company

members. The excellent publicity material that announced the proposal implied pretty strongly that because the company members (and other new classes of members) wouldn't be allowed to vote, the question of company control or influence would thereby be eliminated.

When a company in the top dues bracket is in a position to yank \$3,200 worth of support from under the state association, it would be all too easy for critics to say that you don't need a vote when you have that kind of potential leverage. We don't believe contributing companies would use their financial support as a bludgeon to force the association into this course or away from that one. The interests of the companies and the state association are so closely identified that as a practical matter the companies probably need the state association as badly as vice versa. What the state association can do at the grass roots level in the way of legislation is something the companies—and the policy-

holders—could get accomplished in no other way.

But this question of company domination needs to be met squarely and realistically and we hope it will be. It is not enough to say that the companies won't have a vote, hence no domination. It may be, of course, that no answer can be made that will be convincing enough for the doubters. In that case, a decision to go ahead anyway would have to be on a "calculated risk" basis, weighing the effect of criticisms on one side and the benefits of added revenue on the other. But the potential criticism should not be left out of the calculations.

Because of section 213 and its extra-territorial effect on the operations of all New York licensed companies wherever they operate, the work of the New York State Assn. of Life Underwriters has a unique importance. It would be a pity if its work had to be curtailed for lack of adequate revenue. So much of what it does is in the direct interest of the companies and the policyholders that it seems unfair that the cost should fall entirely on the state's agents, general agents, and managers. It is important to the entire business and the insuring public that a satisfactory answer be found to the problem of financing the New York state association's work.

Commissioners Can Set an Example

The suggestion of Commissioner Fischer of Iowa that the N.A.T.C. zones confine their meetings to one a year is one to which many of the people on both state side and the company side will say amen. It has been obvious that at zone meetings for the past year or so an agenda has had to be manufactured so as to make the meeting look good. There has been an absence of matters pressing for attention, at least such matters as could be disposed of or coped with by a splinter group such as a zone gathering. We have said before that during the hectic days following the S.E.U.A.

decision and the enactment of public law 15, there was good reason for the commissioners and the industry to be in session almost continuously. The habit of holding meetings has continued far beyond the time when the urgency for them disappeared. The zone system seems to be pretty well a fixture, but there are very few that would not say that two meetings a year are a luxury, if not indeed an ordeal that could be dispensed with. We congratulate Mr. Fischer on his stand. The commissioners could set an example for the industry. The value and purpose of all insurance gatherings might well be reappraised.

PERSONALS

Hollister V. Schenck, vice-president of Life of Virginia, has been elected president of Virginia state chamber of commerce.

William J. W. Merritt, who has become vice-president of the newly organized Tennessee Life in the Commerce building at Houston, graduated in 1935 from the business school at University of Pennsylvania, and for the next three years was educational director of Guardian Life. Then he went with the Bragg agency of that company at New York, and in 1943 he joined Continental Assurance in connection with its development program in New York. From 1949 until last year he was vice-president and director of agencies of Wisconsin National Life of Oshkosh. He is a former secretary of the New York C.L.U., and is a former director of Life Underwriters Assn. of New York City. Tennessee Life was formed by Tennessee Gas Transmission Co.

Herman Moss, general agent of Equitable Society at Cleveland, was honored by associates at a luncheon marking his 55th year with the company. Mr. Moss has been general agent

there for 48 years. Among those attending the luncheon were Samuel Burgess, vice-president, and Walter Gottschall, director of agencies at Chicago.

S. Wescott Toole, 2nd vice-president of Prudential, has been elected to the executive committee of the Newark chamber of commerce.

E. A. Roberts, president of Fidelity Mutual Life, has been elected vice-chairman of United Defense Fund. Mr. Roberts recently shared the speaker's rostrum with President Eisenhower at the annual meeting of the fund at Washington.

Irving Hall, president of State Capital Life of Raleigh, N. C., is enjoying a stay at Tucson, Ariz.

Sales Meet for Utah Assn.

Utah Assn. of Life Underwriters held its annual sales congress April 29 at Salt Lake City.

Speakers were Herbert M. Holcomb, manager of Life of Virginia at Dallas; Kenneth E. Lake, Home Life of New York, Salt Lake City; Leland C. Tallman, vice-president and assistant manager of agencies of California-Western States Life, and David B. Fluegelman, Northwestern Mutual Life, New York City, president of N.A.L.U.

The NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION
PUBLICATION OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
CIRCULATION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

Editor: Robert B. Mitchell
Associate Editors: John C. Burridge, Charles C. Clarke and F. A. Post
Assistant Editors: Ellsworth A. Cordesman, William H. Faltysek and Warren Kayes.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales Director; George C. Roedding, Associate Manager; George E. Wohlgemuth, News Editor; Roy Rosengren, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—1102 Lafayette Bldg., Tel. Woodward 3-2828. A. J. Edwards, Resident Manager.

Executive Editor: Levering Cartwright
Production Manager: Robert J. Lynch
Teletype CG-654



KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9151. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

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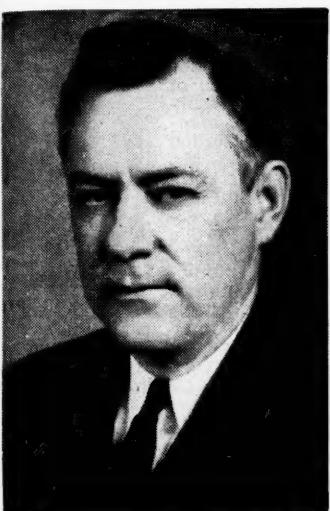
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DEATHS

DR. NAT P. DOAK, vice-president and medical director of Great Southern Life, died in a Houston hospital. He was 52. A graduate of University of Texas and Baylor Medical School, Dr. Doak joined the company after a



DR. NAT P. DOAK

year's internship as associate medical director. He was named medical director in 1943, elected a director in 1944, and made vice-president and medical director in 1949. He had served on committees of American Life Convention.

ALBERT E. PAYTON, retired general agent at Los Angeles for New England Mutual, died at his home in Beverly Hills, Cal., at the age of 72. He joined New England Mutual in 1922, and at the time of his retirement in 1950 was the oldest general agent in Life Insurance Management Assn. He was a past-president of the association.

MAX MILLER, 56, field superintendent for Kentucky Central L. & A. at Cleveland, died. Before joining the company 11 years ago, he was with Prudential.

ROY H. SMART, 69, since 1935 estate service manager for the Litchard & Cook agency of Massachusetts Mu-

tual Life at Springfield, Mass., died at Springfield Hospital.

LOUIS M. SALOMON, 52, assistant district manager at St. Louis for John Hancock, died at Barnes Hospital, St. Louis, after suffering a heart attack at his home.

H. PORTER BROOKS, who retired 15 years ago as manager at Louisville for Western & Southern Life after 37 years with the company, died at that city.

MRS. ALBERT G. SCHMEDEMAN, Jr., 48, wife of the agency vice-president of National Guardian Life, died at a Madison, Wis., hospital.

SAMUEL E. MILLER, 62, manager for Metropolitan Life at Hollywood, Cal., died at his home there. He had been with the company 30 years.

RICHARD W. SAWTELLE, 50, assistant to President Frederick D. Russell of Security Mutual of Binghamton, N.Y., died of a heart attack. Mr. Sawtelle joined Security Mutual in 1947. He was assistant secretary until 1949 when he was made assistant to the president.

Managers Map Exposition

The Charlotte (N.C.) Life Managers Assn. again this year will be co-sponsor of a life insurance exposition May 7-8, designed, according to Association President E. W. Lakin, "to inform the public fully on matters pertaining to the institution of life insurance, how it works and what it does."

Cooperating in the exposition are the trust departments of four banks of Charlotte. The president said his association had decided to make the exposition an annual affair. This will be the second year it has been held.

Canada Life's Top Manager

Stafford B. Pelton, Canada Life manager at Windsor, Can., has won his company's President's Award for the third consecutive year. Mr. Pelton becomes the first three-time winner of the award which recognizes all-around efficiency in branch management.

• *Northwestern Mutual Life* was host to 37 students of various Milwaukee high schools who spent a day learning office techniques through actual participation. The affair was part of the city's "Day in Industry".

Fifty-Ninth Year of Dependable Service

★ The State Life Insurance Company has paid \$183,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$80,000,000 in Assets for their benefit . . . Policies in force number 103,000 and Insurance in force is over \$220,000,000 . . . The State Life offers splendid agency opportunities —with liberal contract, and up-to-date training and service facilities—for those qualified.



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All forms of Life - Accident & Health

ALFRED MACARTHUR
Chairman of the Board

E. H. HENNING
President

CHANGES

Heine Made Lincoln Nat'l General Agent at Toledo

Ordine M. Heine has been named general agent for Lincoln National Life at Toledo, effective June 1. He will succeed the late Dan W. Harris who had represented the company there for 14 years.

Mr. Heine, a veteran of the last war, joined Lincoln National's group department in 1948. After completing a home office training program he was located for several months at Newark. In 1949 he went to San Francisco, and in 1950 to Cleveland as regional group manager.



Ordine M. Heine

Appoint Eibeck, Verhelst

Woodman Accident has appointed Dale E. Eibeck manager at Cumberland, Ia., and Carroll Verhelst assistant superintendent of agencies. Mr. Eibeck was formerly supervisor for

Saunders Named to Succeed Johnston for State Mutual

State Mutual Life has appointed William K. Saunders manager for New Hampshire with headquarters at Manchester, succeeding Frederick E. Johnston, general agent there since 1938, who returns to personal production.

Mr. Saunders, former supervisor at Boston, entered the business in 1948. He is a veteran.

Appoint Six Managers

Equitable Society has appointed six unit managers. They are Thomas J. Condon, New York; Russell E. Dresher, Coral Gables, Fla.; Robert L. Edwards, Sylacauga, Ala.; Francis P. Elliott, Albuquerque, N. M.; Livingston Gerhart, Washington, D. C.; and Robert L. Morse, Fort Worth, Tex.

Walton Providence Manager

Former brokerage manager Russell A. Walton has been named branch manager for the expanded Providence, R. I., brokerage office of Occidental Life of California. The office now becomes a branch operation.

Replacing Mr. Walton as brokerage manager is Benjamin H. Pettis, Jr.

Changes

central and southern Illinois. Mr. Verhelst had been assistant agency manager for Wisconsin.

former assistant brokerage manager.

Mr. Walton, in the business since 1940, joined Occidental in 1951 in the home office and in 1951 was assigned to Providence to head Occidental's first office there. Mr. Pettis joined Mr. Walton in 1951, coming from the Derosier agency in Providence. He is a navy veteran.

Austin.

Mr. Thompson was with Western Reserve Life of Austin until that company was merged with Great National Life of Dallas. Since then he has represented the latter company.

Groom Takes Chicago Post

Jerome P. (Jerry) Groom, former Notre Dame All American football star, has been named brokerage supervisor of the Chicago branch of Continental Assurance which is managed by J. Gordon Michaels. Mr. Groom recently completed the indoctrination section of the Purdue course.



Jerry Groom

Besides capturing All American honors in 1950, he captained the football team that year to climax one of the most eventful careers for an Irish lineman. He currently is a member of the Chicago Cardinals professional football team.

Pryor Made Oklahoma City Manager for Bankers, Ia.

Leo A. Pryor has been named manager at Oklahoma City for Bankers Life of Iowa. He succeeds L. C. Waring who will continue as a personal producer in the agency.

Mr. Pryor joined the company as an agent in 1946, at Waukauka, Okla. He went to Oklahoma City as supervisor in 1949.

Before joining Bankers Life, Mr. Pryor was a coach, high school principal and superintendent of schools.

Jefferson National Names Director for Central Illinois

Forrest M. Ferren has been appointed regional director for central Illinois with headquarters in Terre Haute, Ind., for Jefferson National Life.

Promoted by the company to general agents are Dale D. Davis, Arthur Hayden and E. Ott Ratliff, who will operate agencies in Mr. Ferren's territory.

Mr. Ferren joined Jefferson National in 1939 after 13 years with Bankers Life of Iowa. His insurance experience totals 30 years. Messrs. Hayden and Ratliff have been with Jefferson National since 1948, while Mr. Davis joined the company in 1946.



Forrest M. Ferren

Brown Gets Higher Post

Canada Life has appointed Leslie R. Brown, manager of the Toronto west branch. He succeeds Clayton H. Forsey who has transferred to the head office as supervisor of programming training.

In his 25 years with Canada Life, Mr. Brown has successively been branch secretary, agent, supervisor, and assistant manager in the central Ontario branch.

Cope, Ramsey Appointed

Berkshire Life has appointed J. Arthur Cope general agent at Hartford and has transferred John A. Ramsey, general agent there, to a similar post at Riverton, Conn.



J. Arthur Cope

Mr. Cope entered the business as an agent in 1936 and served as agency assistant for Connecticut General in the A. & H. and pension trust fields from 1938 to 1942. He was appointed as assistant manager for that company first at Detroit, then New Haven and more recently at Hartford. He is a veteran of the last war.

Mr. Ramsay was appointed general agent at Hartford for Berkshire in 1950.

• Raymond J. Lynch, formerly district agent for Prudential at the Columbia district agency in Portland, has been promoted to staff manager. Mr. Lynch joined Prudential in 1950. He is an army veteran.



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Our new rate book contains a wide variety of juvenile and adult policies available to meet any personal, educational, business, estate clearance or retirement need from age 0 to 75. We are particularly proud of our new, forward-looking juvenile features: exclusive new policies developed from 35 years of experience in juvenile insurance—full benefit even if issued at age 0; dismemberment and fracture and double indemnity for accidental death from birth, representing major advances in this lucrative field.

Some open territories in Illinois, Iowa, Michigan and Wisconsin.

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FRED E. HILL

Mgr., Washington Ord. Agency

Fred Hill typifies the careers being built all over the country with Anico. He came with Anico as a representative in October of 1943. In 1946 his progress earned promotion to supervisory capacity as a district manager. He was appointed, because of his demonstrated recruiting and training ability, to open an Ordinary Agency in Washington in 1948. At the close of 1952 his agency stood first in paid business volume in the entire Eastern and Southern Ordinary Division. Fred Hill says: "Our record proves that if you will follow the Anico career program and use Anico sales plans and aids, you can grow with Anico."

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- ★ A working contract that permits outstanding earnings.
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GALVESTON, TEXAS

ASSOCIATIONS

Program Readied for La. Agents Annual Meeting

The annual convention and sales congress of Louisiana Assn. of Life Underwriters will be held at New Orleans May 8-9, with the meeting of the managers and general agents section scheduled for the preceding afternoon.

Speaking at the managers' parley will be Sidney Marks, manager of Prudential, and James L. Smithers, Jr., Union Central Life.

Speakers for the remainder of the program will be Herbert M. Holcomb, manager of Life of Virginia at Dallas; Le Roy G. Steinbeck, managing director of American Society of C.L.U.; Newell Day, general agent of Equitable of Iowa at Davenport; Norville G. Bush, director of agencies, Southwestern home office, Prudential, and Harvey Ross, Business Men's Assurance, Kansas City.

Topeka—Otto O. Schnellbacher, manager here for American United Life, spoke on "Rejuvenation of Enthusiasm." The nominating committee reported its selections for new officers. Retiring president of the association is John S. Spencer.

Jackson, Mich.—Floyd C. White, general agent at Battle Creek for National Life of Vermont, talked on "Estate Analysis and Estate Planning". Joseph Burgee, Battle Creek attorney and accountant, participated in the program during a question and answer period.

Boston—The association honored its 23 living past-presidents at a meeting marking its 70th anniversary. Oldest and first president of the group, Harry N. Haven, of Massachusetts Mutual, who held office in 1908, received the birthday cake presented by the National association. Current President William R. Robertson of Massachusetts Mutual presided.

Wichita—The membership contest between the Central Kansas and Southwest Kansas associations ended in a tie with an enrollment of 64 for both. R. T. Kavenagh, state manager here for Great American Reserve, addressed the Central Kansas association at Great Bend on "The Theory and Practice of Sales Psychology." Michael Rasher was named vice-president to succeed Howard Nelson, transferred to Topeka.

Austin, Tex.—Speaker was Frank Bell, American General Life, Abilene. He noted that life agents should not worry about being known as a professional man, pointing out that lawyers and physicians are not able to go out and actively solicit clients in the aggressive fashion so necessary for success in the life insurance business.

Chicago—The joint meeting of the association with Cook County Corporate Fiduciary Assn. and Chicago Life Insurance & Trust Council, at which a panel will compare the advantages of life insurance settlement options and trusts, will be held May 6 rather than May 9 as reported in a recent issue. Daniel M. Schuyler of Schuyler, Richert & Stough will moderate the panel, consisting of a trust officer, agent and home office man.

Parsons, Kan.—Harold Hay spoke on "Prospecting for Key Man Insurance."

Cincinnati, O.—C. G. Scheid, New York Life, Cleveland, warned that selling in the five years ahead will be the toughest it has been in a long time.

Richmond, Va.—Arwood Henderson, superintendent of agencies, Aetna Life, spoke.

Charlotte, N. C.—Robert Alander, advertising director of the Charlotte News, was the speaker.

Lawrence, Kan.—Herb Langsdorf, New England Mutual, Topeka, a past chairman of Kansas Leaders Round Table, discussed the L.U.T.C. course conducted at Topeka.

Grand Rapids, Mich.—Industrial agents conducted a panel discussion, the participants being George Lawrence, Prudential; C. R. Nichols, Western & Southern; Edward Nugent, John Hancock, and Willard Steketee, Metropolitan. G. D. Hansan, Western & Southern, was moderator.

Muncie, Ind.—Wendell Dygert, Northwestern Mutual Life, Fort Wayne, compared the life agent with a missionary and said "the agent through his work saves people from an economic hell into which older persons, widows and orphans are plunged when income stops at retirement or death."

Manhattan, Kan.—Herbert Langsdorf, New England Mutual Life, Topeka, spoke on "The Art of Closing" at the April meeting. Mr. Langsdorf is a past chairman of the Kansas Leaders Round Table.

Tulsa, Okla.—Henry W. DuBois, general agent for Minnesota Mutual, Dallas, spoke.

Santa Anita, Cal.—"How I Improved My Income Through Programming" was discussed by a panel of three agents of the Pasadena-San Gabriel association. Each agent demonstrated his method with a sample case. Speaker

were: Richard M. Doyle, New England Mutual, an L.U.T.C. instructor; John M. Senour, New York Life, and Donald R. Stewart, New England Mutual.

Flint, Mich.—William H. Arveson, district manager at Highland Park for John Hancock, talked on "Opportunities Today."

Niagara Falls, N. Y.—Joseph S. Imrie, assistant to the president, Carbordum Co. here, spoke on "What the General Public Thinks of the Life Insurance Business and Its Agents."

Minneapolis—David B. Fluegelman, president of the National association, addressed a joint meeting of the St. Paul and Minneapolis associations.

Toledo—The association nominated these officers for 1953-54: Dean Laufer, president; Al Von Sacken, 1st vice-president; L. Martin Courtney, 2nd vice-president, and Keith Babcock, Gilbert Templeton, Walter Johnson and Henry Leutholt, trustees.

Wichita—William M. Quinlan, Jr., general agent for Lincoln National Life, has been named president to succeed John V. Coe, Massachusetts Mutual Life. Mr. Coe is also 2nd vice-president of the Kansas association and a state committeeman. Other officers named are: 1st vice-president, Wilfred A. Harris, superintendent Metropolitan; 2nd vice-president, Girard Allen, Northwestern Mutual Life; secretary-treasurer, Charles Colby, superintendent New England Mutual Life. Plans are being made by the officers for the observance of the Wichita association's 40th anniversary on May 20. David B. Fluegelman, Northwestern Mutual Life, New York, and president of N.A.L.U., will address the special meeting.

Select Meeting Topics for Pacific Coast Actuaries

Discussion topics have been selected for the spring meeting of Actuarial Club of the Pacific States, to be held at the Ahwahnee, Yosemite National Park, May 21-22.

The underwriting session, of which Carlos C. Warner is chairman, will include discussion of underwriting individual A. & H., business insurance, and whether reasons for rating or re-rating should be given agents.

The actuarial program includes discussion of company operation and reports, annuities and supplementary contracts, term policies and riders and A. & H.

Included in the program are Jarvis Farley, Massachusetts Indemnity; C. Green, Salt Lake City consulting actuary; R. N. Griswold, California-Western States Life; Oscar Swenson, Pacific Mutual; G. E. Cannon, Standard of Oregon; Floyd Young, Western Life of Montana; A. B. Brown, Metropolitan; M. L. Grover, Johnson & Higgins, San Francisco; Marcus Gunn, California-Western States; E. H. Neuschwander, Founders of Los Angeles and C. C. Powell, Jr., R. G. Richardson, E. V. Hoff, Marshall Pratt, and H. L. Sutton.

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**The man with the
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5 STAR CONTRACT

Ralph E. Kiplinger, President

Ralph E. Kiplinger, President, announces a modern plan of rewarding field underwriters.

★ LIBERAL FIRST YEAR COMMISSION SCHEDULE.

★ ATTRACTIVE RENEWAL AND SERVICE FEES.

Plus 3 New Stars

★ PRODUCTION — An added award based upon a progressive step-up plan.

★ PERSISTENCY — The business that stays pays in addition to renewal commissions.

★ LENGTH OF SERVICE — Yes, each year it pays more to stay with the Guarantee.

Now the man with the Guarantee receives extra rewards for extra efforts in his new 5 Star Contract.

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May 1, 1953

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Lauds Administration at Chamber Meeting

WASHINGTON—Declaring that since the change in the national administration has occurred, "business can operate with less uncertainty and a more confident sense of direction," Laurence F. Lee, president of both Peninsular Life and Occidental Life of North Carolina and of U. S. Chamber of Commerce, predicted that "a sweeping decentralization of the federal government is in the making." Mr. Lee expressed this idea in his keynote address at the opening of the annual meeting of the chamber, in which he and other insurance executives figured prominently.

H. Bruce Palmer, president of Mutual Benefit Life, delivered an address on "The Individual's Responsibility in Achieving Security." Among those seated at the head table during the luncheon were James L. Madden, 2nd vice-president of Metropolitan.

Mr. Palmer said the individual should underwrite his own financial security without depending upon paternalism from either government or private industry.

He pointed out that to the extent the individual looks to society rather than to himself for security, he surrenders a proportionate share of his personal freedom. Obviously, some freedoms must be surrendered to assure existence, but the difficult point to isolate is the one at which the surrender of personal freedom represents a surrender of moral obligation and self respect, Mr. Palmer said.

Since "democracy and individualism are practically synonymous, and with them Americanism", Mr. Palmer called for an individual strengthening of the "American fibre".

Speakers Panel Readied For Wisconsin Association

Speakers for the annual sales congress of Wisconsin Assn. of Life Underwriters, at Milwaukee May 22, have been announced. The sales congress will follow the annual business session of the state group on the preceding day.

William D. Davidson, Chicago, National association trustee, will report on N.A.L.U. activities; John A. Calfa, Prudential, Chicago, in his talk, "Blueprint Selling", will deal with sales ideas for the debit and ordinary underwriter. "Human Behavior and Sales" will be discussed by A. C. Van Dusen, vice-president and director of public relations of Northwestern University.

A panel of approximately 20 Wisconsin members of the Million Dollar Round Table will offer "Million Dollar Sales Ideas".

General chairman is J. Lowell Craig, general agent at Milwaukee for Northwestern Mutual.

Congress Big Attraction

Between 300 and 500 attended the annual sales congress sponsored by Tennessee Assn. of Life Underwriters, which toured Knoxville, Chattanooga, Nashville and Memphis.

First III. Women Director

Florence M. McConnell, John Hancock, Mutual Life, Galesburg, has been named a director of Illinois Assn. of Life Underwriters, the first woman ever to hold that post.

Altschul Agency Wins Award

The Milton Altschul agency of Postal Life at New York City has set a new

company record by attaining 26 "plus months". The company credits an agency with a plus month when it pays for a larger amount of business in one month than it did during the same month the year previously. Mr. Altschul was awarded the vice-president's trophy for outstanding agency building, his organization exceeding its 1952 quota by 140%.

Lack of Uniformity Is Rule in Allocating Expenses

(CONTINUED FROM PAGE 1) million. It was charged to "printing and stationery" by two of the larger-category companies and seven of the smaller ones. Seven, all in the smaller group, replied that the expense was not incurred at all.

Presumably, since the assignments of expenses frequently are made on the basis of differing individual opinions, the situation which has been disclosed by the responses to this questionnaire can be expected to continue unless full and complete instructions for the uniform classification of expenses by life insurers are developed," said Mr. Kline.

A second questionnaire, dealing with distribution of expenses and taxes between insurance and investment operations, and distribution of insurance expenses and taxes and certain other items according to major lines of business, was sent to New York licensed companies Oct. 24. The department is about to send out a third and final questionnaire which, according to Mr. Kline, "should give the department additional valuable information on the allocation of expenses by sub-lines of business."

The report, a large, inch-thick book, is being sent to all life companies in the United States and all insurance commissioners, since it is Mr. Bohling's hope that what is done in New York will be done nationwide.

Elect Paul Stewart at S. F. Fluegelman Is Speaker

David B. Fluegelman, Northwestern Mutual Life, New York City, president of N.A.L.U., addressed the breakfast meeting of San Francisco Assn. of Life Underwriters at which Paul P. Stewart, Phoenix Mutual Life, was elected president.

The new vice-president is George C. Dankwerth, Lincoln National, and secretary is George H. Paldi, Guardian Life.

Predicting that the country is in for a recession, probably at the end of this year or early next year, Mr. Fluegelman pointed out that this is something the agent should include in his sales presentation. He noted that the value of the dollar is certain to increase from its present low value and the agent, therefore, will be "selling dollars for future delivery at larger prices."

Wisconsin Table Correction

In the table run in the April 3 issue showing 1952 new business and in force totals for Wisconsin, the group figures of Aetna Life were inadvertently duplicated and attributed a second time to Connecticut General Life.

Aetna's 1952 new group business totalled \$88,009,155 and the in force figure was \$226,244,436. The comparable figures for Connecticut General were \$5,835,244 and \$23,799,725.

Correction on Mutual's Scale

An item on page 16 of the March 27 issue on Mutual Life's new dividend scale incorrectly stated that the new

scale represented an 11% increase. There is an increase of 11.1% in the amount of dividends actually being paid this year as against last, but the increase in the scale is a moderate one, varying by type of policy, age and duration. Also, the first tabulation in the article should have carried a heading showing it was for the preferred risk modified life plan.

Plan for Company Members of N. Y. Body Questioned

(CONTINUED FROM PAGE 1) business in New York have as much stake in the activities of the state association, particularly in respect to legislation, as have the domestic companies. However, by not asking the out-of-state companies to come in, no precedent is set for life underwriters' associations in their states asking any but their own domestic companies to come into their associations as non-voting members.

At the root of the entire problem of the New York state association's urgent and well justified need for additional revenue is New York's section 213, which limits expenses. Section 213 has a double impact: Its extraterritorial effect gives nation-wide importance to New York legislation, thereby making the New York state association's legislative activities of national importance; and its archaic restrictions make impossible such procedures as levying on managers and general agents a scale of dues that would be the equivalent of what it is contemplated would be collected from the companies, for if this were done a lot of them would be bumping into the 213 limits.

Proposals for getting the companies into the support picture have been discussed for the better part of a year. There was talk of just handling the matter on an informal basis, with the companies contributing without actually being members. However, it eventually became apparent that there was not going to be the desired degree of participation unless the method of contribution were set forth explicitly and provided for in the association's constitution.

F. W. Ecker is New President of Metropolitan

(CONTINUED FROM PAGE 1) office of Mutual Life. In 1906 he was named actuary of the Virginia department. In 1908 he became secretary and actuary of South Atlantic Ins. Co., which later became Atlantic Life of Richmond. He became a director in 1913 and vice-president and actuary in 1914. In 1924 he became assistant manager and actuary of the former Assn. of Life Insurance Presidents, now the Life Insurance Assn. of America.

Mr. Taylor became 3rd vice-president of Metropolitan in 1932, 2nd vice-president in 1936, vice-president and a director in 1942, executive vice-president in 1944, and president in 1951.

Mr. Taylor was elected president of American Life Convention in 1920 and was a key figure in organizing the Institute of Life Insurance.

Chicago HOLU to Hear Bryan

At a meeting of Chicago Home Office Life Underwriters Assn. May 7, C. Clark Bryan, assistant general counsel of American Life Convention, will discuss "War Problems in Connection with Life Insurance".

Firm Organized to Handle Equity Annuity Plans

SUMMIT, N. J.—Equity Plans, Inc., has been organized here to provide pension planning services specializing in the recently developed annuity plans based on common stock investments combined with the usual dollar annuities.

Patterned on the College Retirement Equities Fund set up by Teachers Insurance & Annuity, programs planned by the new firm will be aimed at giving retired employees a steadier level of purchasing power in good times and bad than can be had with investments wholly in bonds or wholly in common stocks.

President of the new firm is Curtis W. Henderson, New York City lawyer. Serving with him as directors will be John B. St. John, consulting actuary at Penlyn, Pa., and a fellow of the Society of Actuaries, and William Greenough, vice-president of Teachers and of College Retirement Equities Fund, with which he will continue to be associated. Mr. St. John was actuarial consultant on what was said to be the first equity benefit plan to be adopted by a business corporation.

Lowell Mason Speaks May 2 to Mail Order Insurers

Lowell Mason, member of federal trade commission, will be the dinner speaker at the Palmer House, Chicago, May 22, in connection with the annual convention of Assn. of Insurance Advertisers. One of the subjects to be discussed at the convention is federal regulation of insurance advertising under the new administration.

Western Nebraska Congress

The first Western Nebraska Sales Congress, sponsored by Nebraska Panhandle Assn. of Life Underwriters at Scottsbluff, marked the 15th anniversary of the Panhandle association.

Speakers at the day's gathering were W. A. Fraser, manager Bankers Life of Iowa, Lincoln; Vern Brotom, manager Farmers & Bankers Life, also of Lincoln; E. Ned Embry, manager Equitable Society, Omaha.

Perry O. Moore, superintendent of central agencies for Bankers Life of Iowa; John Krebsiel, manager Mutual Life, Omaha, and Paul C. Kaul, general agent Connecticut Mutual Life, Omaha, president of the Nebraska association, also spoke.

Robert W. Harper of Minnesota Mutual Life, Denver, addressed the banquet gathering in the evening.

Sets First Quarter Record

Massachusetts Mutual Life had new ordinary sales of \$101,332,870 during the first three months of 1953, a gain of 17.9% over the comparable period last year and the largest amount of business written in any single quarter. In addition, group sales showed a 31% increase, totalling \$18,862,534.

Delaney Heads A. & H. Division

W. H. Delaney has been named general manager of the A. & H. division of Old National of Houston.

Mr. Delaney has both field and company experience, starting in the business in 1929, serving at Fort Worth and Houston.

Hess T. Sears, assistant vice-president of Equitable Life of Iowa, is chairman of the 1953-54 fund-raising drive of United Campaign of Des Moines.

Late News Bulletins . . .

Ricklefs to Portland, Me., Post for Aetna Life

Kermit E. Ricklefs has been named general agent of Aetna Life at Portland, Me. Mr. Ricklefs, formerly supervisor at Milwaukee, succeeds Charles E. L. Burwell who resigned recently.

After army service, he joined the Aetna in 1946 at Fond du Lac, Wis.

Security Mutual of Binghamton Appointments

Security Mutual of Binghamton has appointed Robert E. Richard and Eugene J. Vanderbilt, Jr., superintendents of agencies; C. Robert Dean assistant superintendent of agencies, and Thomas E. Terry special agent for A. & H. at Atlanta.

Mr. Richard, with the company since 1940, was formerly director of sales, assistant superintendent of agencies, and assistant secretary of the group department. Mr. Vanderbilt had been assistant manager of group for the TerBush & Powell agency at Schenectady, N.Y. Mr. Dean has been with the company since last October. He was formerly with Prudential. Mr. Terry was formerly with Liberty Life.

Great-West Names Zinck Manager at Fargo

Great-West Life has appointed Howard G. Zinck manager for North Dakota with headquarters at Fargo. Mr. Zinck, former district manager at Bismarck, succeeds Robert K. Fogal, who transfers to St. Louis. The company has also opened a group department at Indianapolis under the supervision of Robert M. Monroe.

Navy Assn. Claims Non-Insurance Status

WASHINGTON—The Navy Mutual Aid Assn., a non-profit organization insuring the lives of navy officers, has asked the federal court for a declaratory judgment barring the superintendent of insurance from enforcing compliance with the district's insurance laws. It contends its operations do not come within the law's scope.

A. & H. Lapsing Serious, N.Y. Actuaries Told

NEW YORK—Research by L. I. A. M. A. shows that lapses are a serious problem with A. & H., particularly in the first two years, Raymond F. Killion, 3rd vice-president of Metropolitan Life, told the junior branch of Actuaries Club of New York. He said the study showed that policies on which any part of the third premium was paid ranged from 70% for the company with the best showing to as low as 30%. He said the trend toward graded commissions tended to aggravate the problem. Remedies might include paying dividends and making premiums level throughout their duration, rather than increasing at higher age brackets, even though age at entry would still vary. He mentioned revision of commission scales as a possible remedy. Lapses might also be helped by gearing the manager's compensation to early-year though not first-year premiums and to the persistency rate, possibly measured against the company's average.

Life of Va. Raises Johnson, Link, Cranor

Life of Virginia has named Ralph H. Johnson assistant secretary, George J. Link manager at Washington, D. C., and Frank T. Cranor, Jr., manager at Raleigh, N. C.

Mr. Johnson joined the company in 1938 as an agent at Lynchburg. He went to the home office as manager of the agency training division in 1950.

Mr. Link started in the business in 1926 at the Acacia Mutual Life home office. Since 1950 he has been an agent for State Mutual Life and Minnesota Mutual. Mr. Cranor joined Penn Mutual Life at Raleigh in 1948 and most recently has been supervisor there.

National Life, Vt., Names Cooper Ky. Gen'l Agent

National Life of Vermont has appointed William J. Cooper general agent for Kentucky with headquarters in Louisville. Mr. Cooper entered the business at Louisville in 1945 as an agent for Penn Mutual Life. For four years he has been manager at Louisville of Occidental Life of California.

Prudential N. Y. C. Agency to Be Separate Unit

NEW YORK—The New York City agency of Prudential that has been operated by the Stewart, Hencken & Will brokerage firm will be operated as a separate agency as a result of the firm's merger with Marsh & McLennan. A manager will be named shortly. The agency will be moved from 120 Broadway to 25 Broad street.

A.L.C., L.I.A. for T-H Amendment Omission

WASHINGTON—American Life Convention and Life Insurance Assn. have filed a statement recommending the omission from the proposed amendment to the Taft-Hartley Act of the provision that trusteed welfare plans to which employers contribute for the benefit of their employees must be examined and certified by the secretary of labor. The certification could delay life insurance protection and might also conflict with state supervision of insurance, since there could be a double standard of supervision and possible jurisdictional conflict, the statement points out.

Dayton Association Hosts Teachers

Dayton (O.) Assn. of Life Underwriters was host to more than 40 school teachers for the life insurance division of a civic holiday sponsored by the chamber of commerce to promote free enterprise.

Speakers were Homer E. Ellis, Met-

opolitan; Robert D. Smith, Massachusetts Mutual; T. H. Gillough, New England Mutual; W. H. Grundy, Connecticut Mutual; Ellen L. Watt, Aetna Life; P. A. Myers, Commonwealth Life; B. V. Burns, New York Life.

Emil A. Stammen, Monumental Life; Russell Cahall, Western & South-

Occidental Names Robinson, Claunch in Group Changes

Occidental Life of California has appointed Kermit Robinson assistant group superintendent, and Charles W. Claunch supervisor of group education and field training.

The company has also named Claude L. Hartley regional group supervisor, and Galt L. McClurg assistant supervisor at Los Angeles. In other group changes, James C. Laney becomes assistant supervisor at Atlanta, and Jack J. Waddell becomes service manager at Los Angeles.

Mr. Robinson has been with the group department since joining the company in 1932. Mr. Claunch went with the company in 1938. Mr. Hartley joined the group department in 1949, following 13 years with Prudential and three years with his own general agency. Messrs. McClurg and Laney have been with the company since 1951, and Mr. Waddell since 1946.

See Little SS Legislation Until First of Next Year

WASHINGTON—Secretary of Health, Education and Welfare Hobby stated at her first press conference that "we are studying the extension of old-age and survivors insurance coverage in compliance with the President's state of the union message."

She added, however, that extending OASI coverage is a "much more complex question" than some other legislative proposals, and that "it will require considerable study and consultation with all interested groups."

Insurance observers believe it not unlikely that any important social security legislation will await results of studies not only by HEW, but also by the Curtis subcommittee on social security of the House ways and means committee and by the proposed commission on federal-state relationships respecting social security, taxation, etc. It is believed reports on one or more of these may not be ready for a year or more.

One possible exception to the above forecast involves the impending increase in OASI tax rate under present law from 1½ to 2%. Unless Congress acts to the contrary, this increase will become effective Jan. 1, 1954.

The U. S. Chamber of Commerce plan to place OASI on a pay-as-you-go basis has reportedly been gaining support.

Mich. Life Ups Osborn

Michigan Life has appointed O. W. Osborn 2nd vice-president and director of sales.

Mr. Osborn started in insurance in 1928 with La Fayette Life at Saginaw, Mich. After his military discharge in 1946 he served as an insurance officer for the veterans administration until joining Michigan Life in 1949.

Prudential Opens L. I. Office

Prudential has opened a Brooklyn headquarters at 26 Court street to supervise its group insurance sales and service operations in the Long Island area. Richard F. Perrotty is in charge.

Mr. Perrotty joined Prudential's group sales organization in 1948. Since then he has been associated with its Newark, New York and New Orleans district offices.

• *Shenandoah Life* has made non-deduction of deferred fractional premiums at death retroactive to policies issued prior to Jan. 1, 1948.

Equitable Promotion to Years, Beesley; Davis to Retire

H. A. Yoars, who has been head of the New York metropolitan department of Equitable Society, has been transferred to the real estate department. He is succeeded by Joseph L. Beesley, formerly manager at Syracuse who will now have the title field vice-president.

As reported in last week's late news bulletins, Arthur A. Windecker has been appointed manager of the underwriting department to succeed Vice-president Mervyn Davis, who is retiring May 31. Mr. Windecker will assist Vice-president William E. Walsh.

Mr. Yoars has had experience in both the real estate and agency departments since joining the company in 1932. He was manager of the New York City real estate department before becoming 2nd vice-president in charge of the New York metropolitan department in 1944.

Mr. Beesley started with the company in 1926, serving as cashier at Denver, Phoenix, Syracuse, Chicago, and as assistant cashier in the home office. He was made Syracuse manager in 1945.

Starting with Equitable in 1918 as assistant actuary, Mr. Davis later was placed in charge of the annual dividend bureau. He was transferred to the group underwriting department in 1928 and appointed vice-president in charge of the underwriting department eight years later. He is a fellow of the Society of Actuaries.

Begin Florida Operations with C. R. Black at Miami

Provident Mutual Life has begun Florida operations with the appointment of Charles R. Black as manager at Miami.

Mr. Black, with a number of years in the business, was most recently manager of selection and training at Detroit. He is a graduate of University of Michigan.

Middle Atlantic Actuaries Have Spring Meet in N. C.

Middle Atlantic Actuarial Club is holding its spring meeting May 1 at Raleigh, N. C., with James M. Wooley, vice-president and actuary of Occidental Life of North Carolina, presiding.

Speakers are John R. Larus, vice-president and actuary of Phoenix Mutual Life, president of Society of Actuaries; E. A. Dougherty, Union Central Life, and Sam L. Boone, executive vice-president of Security Life & Trust. A panel discussion on current revisions in premium rates and non-forfeiture benefits is being led by Sam C. Tatum, assistant vice-president and associate actuary of Jefferson Standard Life.

Indiana Leaders' Leaders

New officers of Life Insurance Leaders Club of Indiana, elected at the annual meeting in Turkey Run state park, are president, James Brown, Marsh-McLennan, Indianapolis; vice-president, Harry Foreman, Wisconsin National, Kokomo; and secretary, William McLane, Berkshire Life, Indianapolis.



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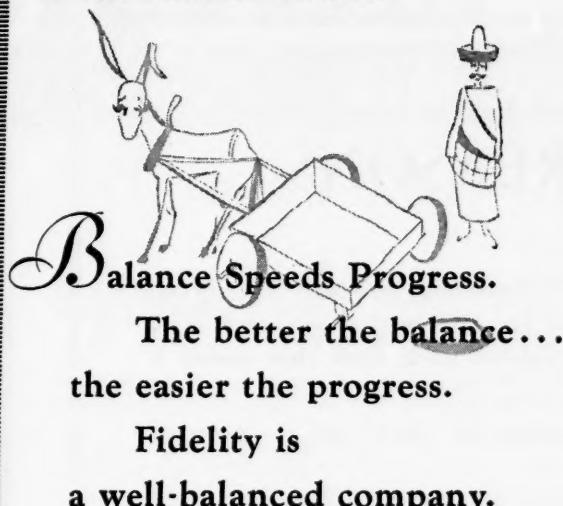
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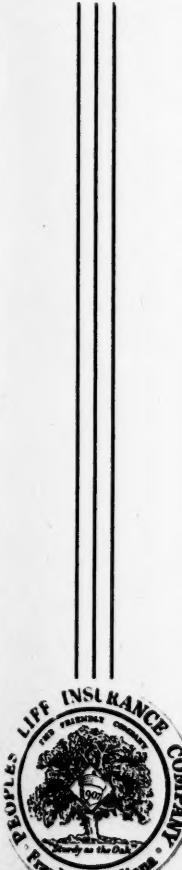
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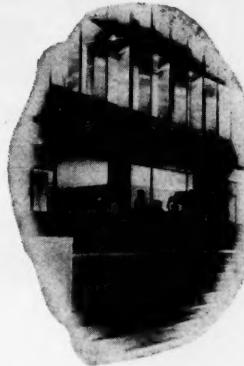
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For information Address
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Superintendent of Agencies

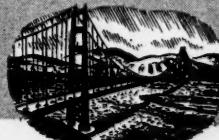
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